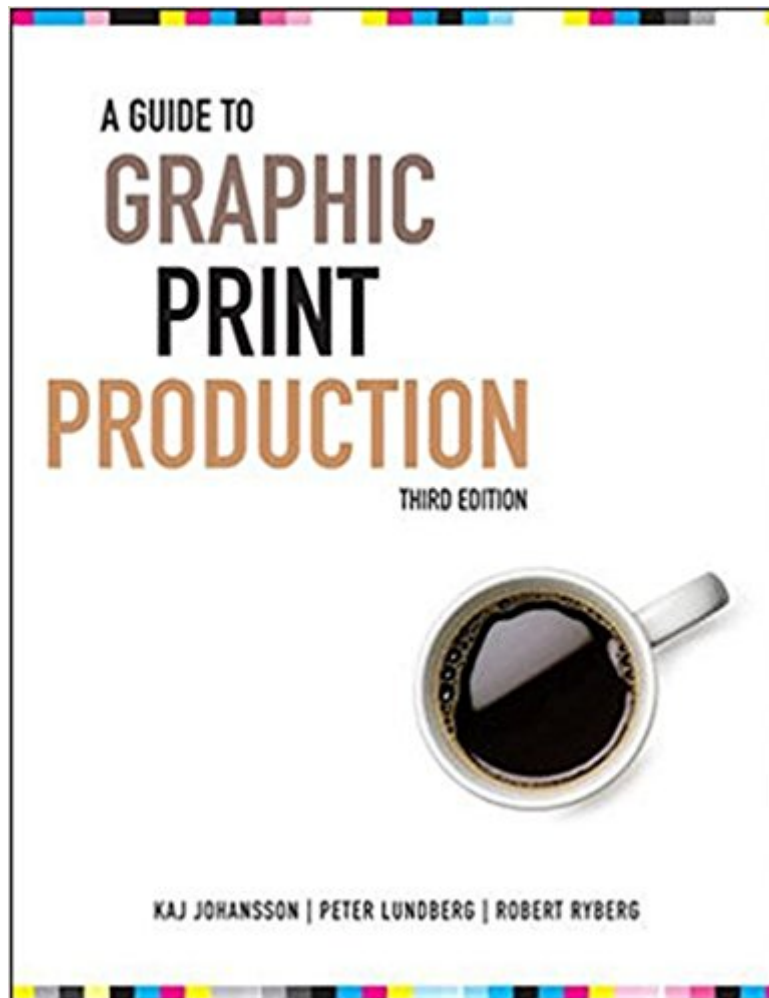


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# A Guide To Graphic Print Production



## Synopsis

The fully revised edition of the most comprehensive and up-to-date reference on print production. All graphic designers and illustrators must be familiar with the steps involved in preparing their work for publication. Now completely revised to reflect the latest technology and trends, *A Guide to Graphic Print Production, Third Edition* is the complete guide to the entire process of print production, from the early stages of conception and planning, to the technical stages of manufacturing and off-press processing. Structured around the graphic print production flow, essential material is included for all aspects of the process including coverage of computers, color management, layouts, digital images, image editing, prepress, paper, printing, finishing and binding, legal issues, environmental issues, and more. A practical reference to keep at your fingertips, this new edition:

- Covers the entire production process, from conception to manufacturing to archiving
- Covers new topics, such as variable data printing, sustainability, large/wide format printing, inks, and color management
- Is full color throughout, with updated images and screenshots
- Includes sidebars offering design tips, troubleshooting hints, and key points to consider for every stage of design
- Delivering information that reflects all aspects essential for understanding the ins and outs of digital printing, *A Guide to Graphic Print Production, Third Edition* is an ideal resource for students and professionals of graphic design, print production, production technology, and visual communication.

## Book Information

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## Customer Reviews

I teach first & second year multimedia and design at a community college. Following are my thoughts on this book.

**Pros:**

- Summaries-** The sidebar summaries and callouts are truly excellent. Often, there are accompanying illustrations that are "worth a thousand words".
- Depth of information-** Overall, there is a \*lot\* of information here. No punches are pulled when it's presented, either. As far as I can tell, the information is accurate.
- Images-** The illustrations and photos used are of excellent quality. There are images of magnified printed pages from different printing processes that are crystal clear.

**Cons:**

- Typos-** There is at least one typo per page, often combined with a grammatical error as well. 99% of the time you can figure out what it means with little to no trouble.
- European Conventions used inconsistently-** Most of the time, the authors used North American conventions...except when they don't. It's a great idea to give info on both North American \*and\* European conventions (A4 vs. 8.5" x 11" paper, pixels per inch vs. centimeters per inch), but the authors do not always clearly delineate which convention is used.

Overall, this book reads like a detailed technical manual. It is \*not\* a design manual with splashy sidebars about finding inspiration. It is \*not\* for the novice designer. The publisher needs to get it proofed a time or three. Despite its shortcomings, I use it in the course of building lectures for my class constantly. The only other book I've seen get this in-depth is the Int'l Paper Pocket Pal. This review is for the second edition of the book.

This book is a great introduction to the printing industry. It covers all the major types of printing: offset, digital, screen, etc. and all aspects of print production, from graphic design to post processing. It also includes detailed analysis of the things that can go wrong during the print process and how to avoid and correct them. The book is well written with LOTS of very helpful photographs and graphics. I knew virtually nothing about printing before I picked up this book, but feel like an expert now!

Yes ok, this book may be full of useful information for graphic designers or students of graphic design but the thing that really miffed me is that I spent \$80 on this book and come to read it and find that virtually every page has AT LEAST one typo or obvious grammatical error in it. As a student of graphic design (who really can't afford an \$80 book) this really bugs me that so much emphasis is put on spell checking your work over and over to make sure there are no mistakes and then you buy a book all about graphic design and it's jam packed with typos! How unprofessional is that?! And that is why I only give it one star. If you can get past the typos and the grammatical errors that make the difficult subject matter even more difficult to digest then go ahead and get the book cos it will be worth it - but if so little effort was put into spell checking the book - it makes me wonder about the

accuracy and the validity of the information contained.

I needed this book for a college course I was taking in my first year of college (have now graduated as of about 5 months ago). As I recall there were several mistakes in this book and the layout wasn't too impressive, both of which were surprising considering it is a book about graphic design!

I was pleased to see the level of technical depth, and the amount of detail the authors put into this book. This is a very viable textbook for the undergraduate or graduate level Graphic Communications curriculum.

Every student coming out of Art School needs to know what is in this book. You can learn it in school, or you can learn it on the job, but if you design anything, you will eventually need to learn what is in this book. Lots of illustrations that explain esoteric concepts very well. Buy it, read it and learn it-you will save money in the long run.

This book which I was looking for a long time ago simply satisfied all my expectations around clear main concepts and process around graphic print production. From the history of PC's, color systems, pre-press management and post-press alternatives, with a helpful explanation we can understand perfectly the whole world of this amazing industry. For the future we hope translations in another languages, and of course more tips about how to implement a cost estimation program. Anyway, I recommend this books for graphic designers and for any professional interested in this industry.

The information provided in the book is good, but the book is great if you have insomnia. It is straight and to the point and downright sleep inducing. May I recommend taking a lot notes while reading to you engaged while reading?

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