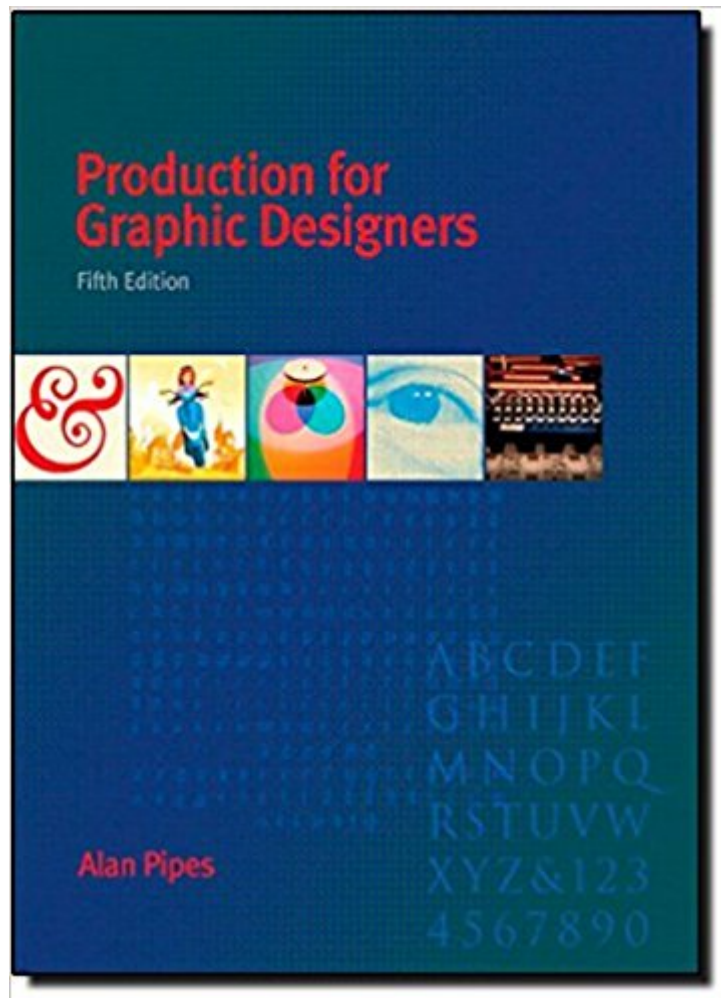




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# Production For Graphic Designers (5th Edition)



## Synopsis

Now in its fifth edition, this book covers the most up-to-date technological advances in graphics and print production, fully explaining all the standard prepress and printing processes, including detailed coverage of the latest digital direct-to-plate offset and small-run on-demand color printing. *Production for Graphic Designers* gives clear and concisely written advice on preparing artwork for printers, examines the creative potential of typography in a digital environment, and provides comprehensive coverage of working with illustrations, layout and proofing in both computerized and conventional workflows.

## Book Information

Paperback: 240 pages

Publisher: Pearson; 5 edition (February 14, 2009)

Language: English

ISBN-10: 0205684793

ISBN-13: 978-0205684793

Product Dimensions: 8.3 x 0.5 x 11.2 inches

Shipping Weight: 1.5 pounds

Average Customer Review: 4.8 out of 5 stars 5 customer reviews

Best Sellers Rank: #98,898 in Books (See Top 100 in Books) #56 in Books > Arts & Photography > Graphic Design > Typography #150 in Books > Textbooks > Computer Science > Graphics & Visualization #188 in Books > Computers & Technology > Programming > Graphics & Multimedia

## Customer Reviews

The popular and comprehensive graphic designers bible--completely revised and up-to-date with emerging technologies and trends. --This text refers to an out of print or unavailable edition of this title.

This comprehensive introduction to the print production process takes graphic designers through all stages of production, and discusses both conventional methods and the latest computer technology. It covers text and type, illustrations, prepress, printing, and finishing. For graphic designers and print production professionals. --This text refers to an out of print or unavailable edition of this title.

It was a great book. Would recommended it to anyone taking basic design. good book with lots of

information for anyone .

This is the SECOND year I will be ordering this title for my Graphic Art Production students. I hope Mr. Pipes plans to keep this publication up to date with another edition. What I like about this book is manifold: the author's clear, intelligent and succinct language tops my list. My students and I both found his prose not just informative, but interesting. The information covers all the basic concerns of a designer involved in production for print and the internet (it gives a well fleshed-out overview of all our areas of study at least). The section on Typography is also quite thorough and far less ponderous than other commonly used Type texts. All the chapters lay down a perfect bridge to a full lecture. Students come to class comprehending the basics, thus adding to their ability to build on that knowledge. The bios throughout the book are of great interest and focus on contemporary designers of note. The attractive layout supports the notion of Graphic Design, not too common these days. I have viewed many texts in the related areas of Graphic Design and find this book to be a perfect example of what a text should be. Bravo Mr Pipes, and thank-you! I will be watching to see what you publish next.

I have used this as a text for a graphic art production class and have found it to be excellent in terms of its explanations. The diagrams are clear, the text concise, the content easily comprehended by my students. I really like the 'Design Trailblazers'...it maintains the heart of good design throughout the often clinical aspects of production. A nice representative selection as well...the students could relate. I await the next edition.

this came so quickly, i had it in time for my next class. the book is beautiful and there is so much helpful information. this was really a great experience!!

My book came quickly and in the condition described. I would definitely buy from this seller again.

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