

# Pocket Pal A Graphic Arts Production Handbook

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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

graphic design print production includes seven chapters 150 pages offering state of the art coverage of digital technology layout design color color management typography preparing saving files printing processes and print procedures there are seven hands on activities for each chapter photoshop imaging creating color themes typographic character manipulations vector drawing file repurposing research writing book layout upsampling low res files and print procedures from indesign or acrobat the publication s focus is on background knowledge and performance all procedures presented are completed with and includes screen captures from the latest versions of adobe cc indesign photoshop illustrator and acrobat a glossary contains over 160 terms linked to content with page numbers there are also seven quizzes related to each chapter with answers and a prepared answer sheet an author noticed that part of an online graphic design job description contained the following candidates should understand printing processes and have the ability to prepare art for production they also must be proficient in using the mac platform with a heavy emphasis on indesign illustrator photoshop and acrobat this quote is an advertisement for graphic design and print production

this staple text offers a compact education on printing and the related processes by relaying valuable information on the history and conventional processes of the printing industry as well as the recent technological developments within the industry and the areas related to this transition product description

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