



# Forms, Folds and Sizes, Second Edition: All the Details Graphic Designers Need to Know but Can Never Find

By Aaris Sherin, Poppy Evans

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It's tough to remember all the minute details of packaging standards and conversions when you are a designer juggling varied projects. With *Forms, Folds & Sizes – Revised*, you can just look them up! Including updated information and new topics, this handbook provides designers with all the little details that can make or break a design, such as how much space to leave in the gutter when designing barrel folds, how to layout a template for a box and the ratios of each part, metric conversion charts, and standard envelope sizes in the USA, Europe, Canada and Asia.

Featuring new topics such as sustainable design, web design, and grid design basics, *Forms, Folds & Sizes – Revised* is the one resource to turn to for answers to everything from folds and bindings to paper, imaging and much, much more!

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### **Editorial Review**

#### **About the Author**

**Aaris Sherin** is an educator, writer and designer based in New York City. She is currently assistant professor of graphic design at St. John's University in Queens, New York, where she teaches both history and studio classes. She holds a BFA from the School of the Art Institute of Chicago and an MFA from Rochester Institute of Technology. **Poppy Evans** is an award-winning writer and graphic designer who lives in Park Hills Kentucky, a suburb of Cincinnati, OH. She is the former art director of *Screen Printing* and *American Music Teacher* magazines, and former managing editor of *HOW* magazine.

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