



Production for Graphic Designers (5th Edition)

By Alan Pipes

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Production for Graphic Designers (5th Edition) By Alan Pipes

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.

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Editorial Review

From the Publisher

The popular and comprehensive graphic designers bible--completely revised and up-to-date with emerging technologies and trends.

From the Back Cover

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.

About the Author

Alan Pipes is the former editor of CadCam International and the author of Drawing for 3-Dimensional Design, Introduction to Design, and Foundations of Art and Design.

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