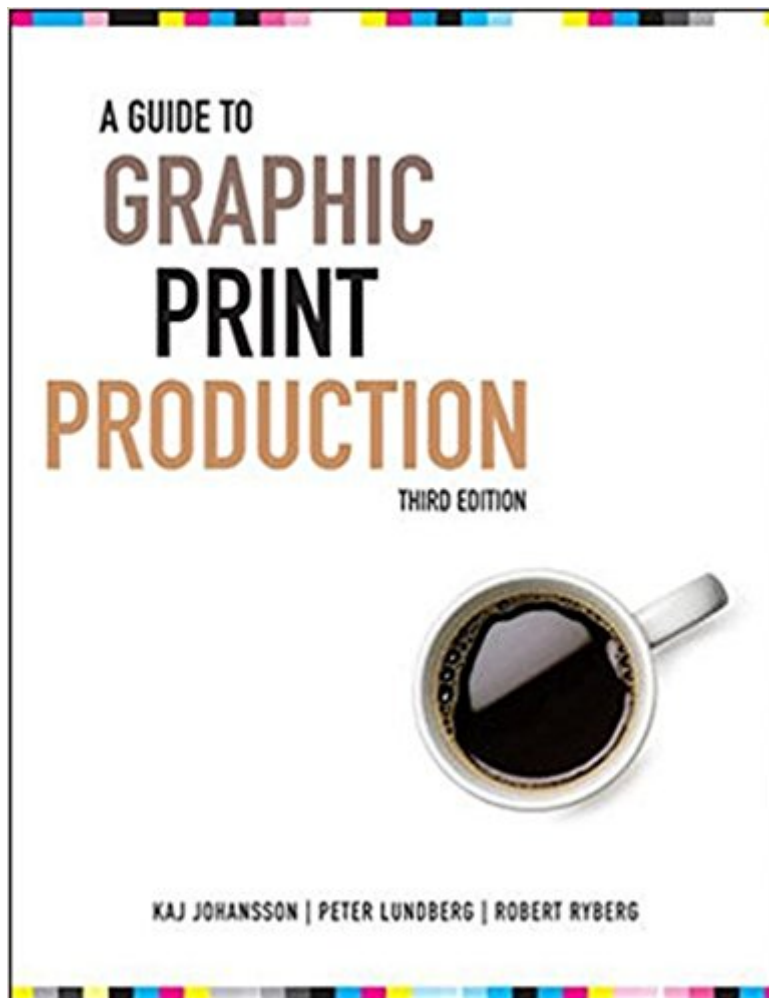


The book was found

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

Hardcover: 400 pages

Publisher: Wiley; 3 edition (November 1, 2011)

Language: English

ISBN-10: 0470907924

ISBN-13: 978-0470907924

Product Dimensions: 8.8 x 1.1 x 10 inches

Shipping Weight: 3.5 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 35 customer reviews

Best Sellers Rank: #95,055 in Books (See Top 100 in Books) #52 in [Books > Arts & Photography](#)
> [Graphic Design](#) > [Typography](#) #71 in [Books > Arts & Photography > Graphic Design](#) >
[Commercial > Illustration](#) #345 in [Books > Arts & Photography > Graphic Design > Techniques](#)

Customer Reviews

Kaj Johansson, Peter Lundberg, and Robert Ryberg (Stockholm, Sweden) — all hold Masters

Degrees in Graphic Arts Technology from the Royal Institute of Technology in Stockholm, Sweden. They each have over fifteen years of experience managing printing, prepress, and Web design production companies and studios. Together they run Kapero AB, a company that consults on the production of marketing communications for the advertising and graphic arts industries.

The authors have taken on a complicated subject and have done a pretty good job. Three things to be aware of: 1) the book is full of typos, which get pretty distracting, although you can easily figure out what is meant. I just read a short section on one topic and there are up to three typos per page. 2) the book was translated into English from Swedish, I think, and the translation is sometimes awkward, making some of the detailed and technical concepts hard to understand. 3) many of the terms must be European. I've worked in print production at large commercial and publication printers for over 40 years, and there are terms in this book I've never heard of! But. . . all in all, this book provides a good explanation of the concepts that are important in understanding how printing works.

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.

just what I needed - too bad I'm too lazy to read the darn thing - chock full of excellent and applicable information

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.

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!

This book was a purchase for teaching a Print Production Procedures course. Fortunately, it is a keeper for anyone that needs to understand and even go back and check out their own workflow from time to time. Great teaching book but also a great reference book.

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?

Best Book! Seller was awesome during transaction!

[Download to continue reading...](#)

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Modern Radio Production: Production Programming & Performance (Wadsworth Series in Broadcast and Production) A Guide to Graphic Print Production Real World Print Production with Adobe Creative Cloud (Graphic Design & Visual Communication Courses) Sing You Home Large Print (Large Print, companion soundtrack, Large Print) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Lean Production Simplified, Third Edition: A Plain-Language Guide to the World's Most Powerful Production System Lean Production Simplified, Second Edition: A Plain-Language Guide to the World's Most Powerful Production System Television Production Handbook (Wadsworth Series in Broadcast and Production) Harry Potter and the Cursed Child - Parts One and Two: The Official Playscript of the Original West End Production: The Official Playscript of the Original West End Production The Production Manager's Toolkit: Successful Production Management in Theatre and Performing Arts (The Focal Press Toolkit Series) Do You Have What it Takes to Survive in Feature Film Production?: The Construction Department (Do You Have What it Takes to Survive in Film Production? Book 3) Zettl's Television Production Workbook, 12th (Broadcast and Production) Toyota Production System: Beyond Large-Scale Production Studio Television Production and Directing: Studio-Based Television Production and Directing (Media Manuals) Student Workbook for Zettl's Television Production Handbook, 11th (Wdasworth Series in Broadcast and Production) A Generalized Approach To Primary Hydrocarbon Recovery Of Petroleum Exploration & Production, Volume 4 (Handbook of Petroleum Exploration and Production) Formulas and Calculations for

Drilling, Production, and Workover, Fourth Edition: All the Formulas You Need to Solve Drilling and Production Problems Transplant Production Systems: Proceedings of the International Symposium on Transplant Production Systems, Yokohama, Japan, 21â “26 July 1992 The Coal Handbook: Towards Cleaner Production: Volume 1: Coal Production (Woodhead Publishing Series in Energy)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)