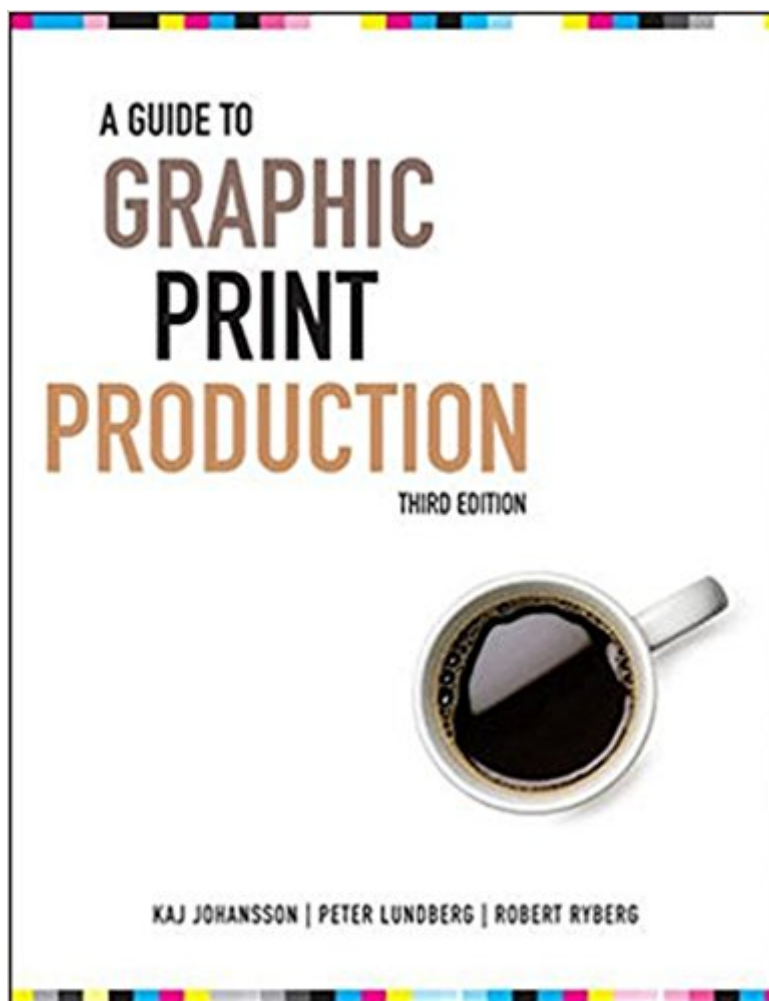


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# A Guide To Graphic Print Production



## 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

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## 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!

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