



Production for Graphic Designers

By Alan Pipes

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Production for Graphic Designers By Alan Pipes

Computer technology has completely revolutionized the work of graphic designers, printers, and print production professionals. To keep pace with these far-reaching changes, "Production for Graphic Designers" is set firmly in the digital age. This revised fourth edition embraces all the new and emerging technologies in graphics and print production, comprehensively explaining the prepress and printing processes from traditional letterpress to the latest on-press CtP (computer-to-plate) digital offset and on-demand colour printing. It also covers new workflows and spells out the many acronyms encountered by today's designers. As well as covering print, it provides an authoritative guide to working in digital media, particularly the Internet. There are also additional feature spreads on key graphic designers such as Bruce Mau, Paul Rand, Chris Ware and Pentagram.

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Production for Graphic Designers By Alan Pipes Bibliography

- Sales Rank: #9627100 in Books
- Published on: 2005-08-01
- Original language: English
- Number of items: 1
- Binding: Paperback
- 272 pages

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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 a freelance writer, illustrator, webmaster, and part-time publisher, specializing in the applications of computers in graphic design, fine art, illustration, and product design. He 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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Jules Thompson:

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