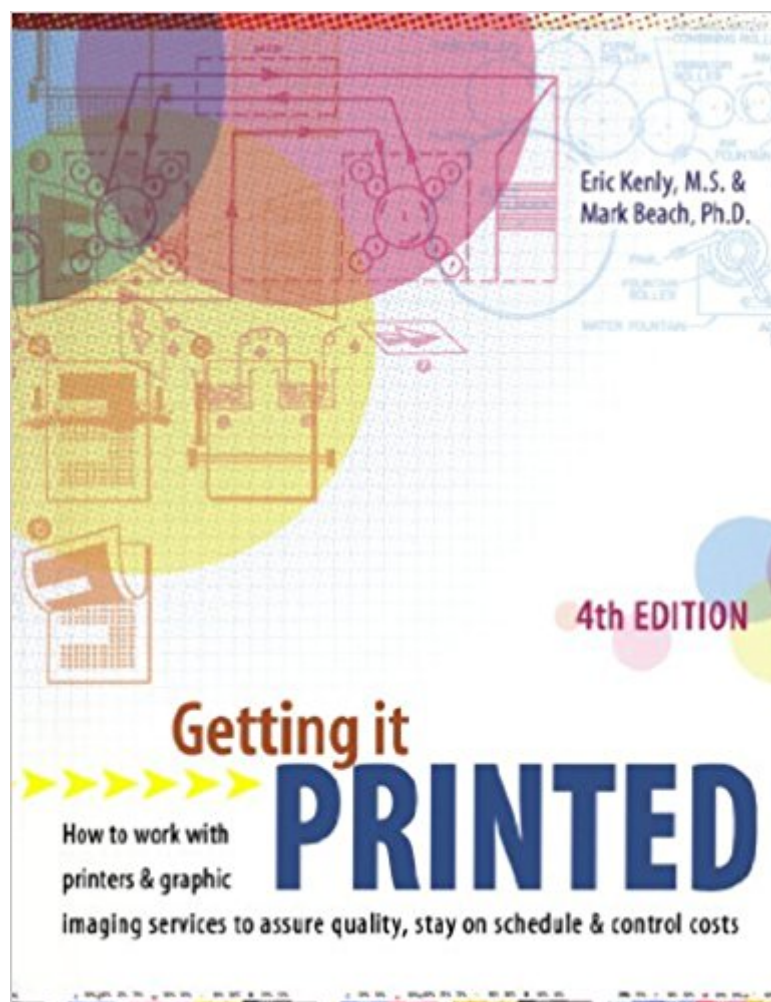




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Getting It Printed: How To Work With Printers And Graphic Imaging Services To Assure Quality, Stay On Schedule And Control Costs (Getting It Printed) 4th Edition





Synopsis

Designers can save time, money and frustration with this essential guide to printing. Covering all of the topics that have made it a popular title for years, along with the latest developments in the industry, *Getting It Printed* features:

- * A comprehensive look at how to work with printers--everything from estimates, pricing and negotiating to trade customs and quality guidelines
- * Easy-to-follow explanations of the top printing processes and techniques
- * All of the information designers need to choose the right papers and inks for their projects
- * Hard-to-find knowledge about proofing, output and color

Whether they're independent, in-house or students, designers will want to have this book at hand. It's the ultimate printing resource!

Book Information

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Average Customer Review: 3.9 out of 5 stars 21 customer reviews

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Customer Reviews

An expert in the field, Eric Kenly is the founder of a company that creates learning programmes for the communications industry. In all, he has more than 20 years of invaluable experience in the printing and production industry. Mark Beach's books about graphic design and production are used throughout North America for corporate training and as college texts.

This was a required textbook for a grad level class. It had all the information you need!

Great book if you really want to get in-depth about printing! We used this for our print reproduction process class in graphic design school, and this is one book I'll be keeping to use for future reference constantly! A bit of the info is outdated, but still completely worthwhile.

Im a Graphic Design Professor and been working in the Industry for 26 years. This book is still UPDATED for the techniques. From the PDF and production to the tablets to book layout creation. A must have for every student or any person who wants to know how prints work. I bought NEW and receive a PERFECT product. No shipping problems like other sites. Enjoy!

Very pleased to find this, as my earlier edition was out-of-date. It's important to understand and appreciate the role of the printer, even in today's digital world.

The chapters in this book cover the following:1) Project Planning: Scheduling Time, Matching Cost & Value, Workflows, Service Expectations, Involving Your Printer, Working with Managers & Copyright Concerns2) Font Types & Graphics: Fonts, Faces & Families, Duotones, Illustrations & File Formats3) Assembling the parts of Prepress: Workflow & Process Standards, Producing a Process, What Tools to Use, Word-Processing Applications, Vectors, Image-Editing Applications, Page-Layout Applications, Fonts, Databases & Digital Printing Applications, File Preparation & Preflighting, Imposition, Trapping & Assessing Financial Liability4) Film & Flats: Proofs, Proofing Technology, Remote Proofing, Costs & Brands, Plates & Saving Prepress Work5) Color Management: Proper Viewing Conditions, Color Language, RGB & CMYK and converting them, Spot & Process Color, Dot Gain & Color Reference Systems6) Paper & Ink: How Mills Make Paper, Grades, Ratings & Brands, Samples & Dummies, Printer/Merchant Relationships, Reducing Waste & Spoilage, How Paper Looks/Feels, How it is Measured, Bond & Writing, General-Purpose Offset, Luxurious Text, Sophisticated Coated, Sturdy Cover, Misc. Grades, Specifying Paper, Printing Inks, Protective Coatings & Toner7) Offset Printing: Best for Most Jobs, Press Components, Press Types, Sizes & Features, Quality Expectations, Misc. Quality Problems, Press Checks & When to do them8) Other Offset Printing Methods: Print On-Demand, Ink-Jet, Flexography, Letterpress, Screen, Gravure, Engraving & Thermography9) Techniques for Finishing & Binding: Imagery in Binding, Cutting & Trimming, Drilling & Punching, Scoring & Perforating, Folding, Collating, Laminating, Adhesive Bindings, Mechanical Bindings, Case Binding, Selective Binding, Converting, Packing, Final Counts & Storage & Transit10) Working with Printers: Your Regular Printers, Occasional Printers, Specialty Printers, Printing Away from Home, In-Plant Printers, Locating Printers & Print Buyers, Pricing Practices, Requesting Estimates, Evaluating Quotations, Interpreting Alterations, Negotiating Problems, Industry Quality Guidelines & Clarifying Trade CustomsThis book teaches you everything you want to know, need to know and more than you can remember after you've read

it. "Getting It Printed" is definitely a great reference book to keep close by your side for an immediate informational refresher upon a moments notice. I used this book for an online print production course and will not resell it due to its priceless contents.

so useful...

I was very happy to purchase this book for a considerable savings. This is a required text for a publications class I'm taking. Our campus bookstore was charging around \$50.00 for a new book. I paid less for a new book than what they were charging for a used one!

Nice illustrations.

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