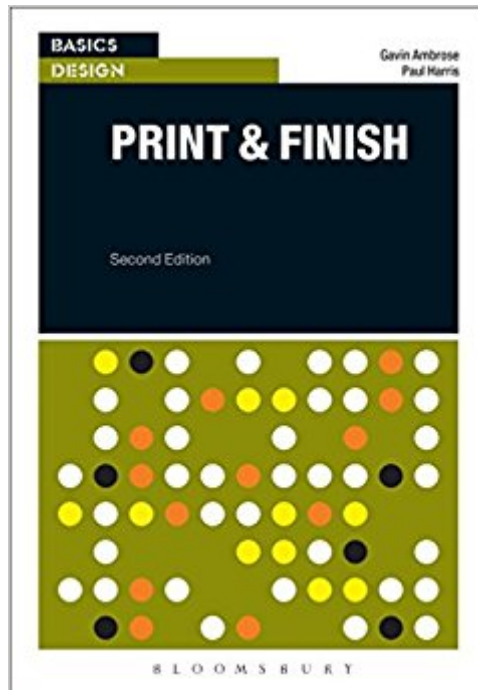




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Basics Design: Print And Finish



Synopsis

The Basics Design series is designed to provide graphic arts students with a theoretical and practical exploration of fundamental topics, including layout, format, typography, colour and image. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject. The second edition of the sixth book in the series, Print and Finish is a guide to the printing and finishing techniques employed by graphic design studios all over the world. A thorough understanding of these techniques will equip the designer with the ability to harness the creative potential of these processes and add creative elements to a design in order to increase its impact and functionality. Showcasing seven different paper and ink stocks and finishes, the book is an invaluable reference tool. With new contributions and activities, the second edition builds on the success of the first, and is an absolute must-have for all design students.

Book Information

Series: Basics Design (Book 11)

Paperback: 184 pages

Publisher: Fairchild Books; 2 edition (March 27, 2014)

Language: English

ISBN-10: 2940496536

ISBN-13: 978-2940496532

Product Dimensions: 6.3 x 0.6 x 0.4 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #206,045 in Books (See Top 100 in Books) #112 in Books > Arts &

Photography > Graphic Design > Typography #655 in Books > Arts & Photography > Graphic Design > Techniques #54042 in Books > Textbooks

Customer Reviews

Gavin Ambrose is a practising graphic designer whose client base includes the arts sector, publishers and advertising agencies. He teaches at the University of Brighton. Paul Harris is a freelance writer and editor. His work has appeared extensively in magazines and journals in both the US and the UK.

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