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A Guide to Graphic Print Production

By Kaj Johansson, Peter Lundberg, Robert Ryberg



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An introductory textbook covering all aspects of print production and manufacturing. The printed page is still the most common product of graphic design work, making it essential that designers and illustrators understand the production and printing process. And as more and more print material is finding a dual-use in electronic formats (Web, ebooks, motion-graphics using Flash, etc.), it has become even more important that designers understand the impact their design decisions have on the feasibility of re-purposing their work for various media.



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