

Applied Design for Printers: A Comprehensive Guide to Graphic Design for Printing

By Sarah Crafts

Applied Design for Printers is a comprehensive guide to graphic design for printing, covering everything from basic design principles to advanced techniques. Written by Sarah Crafts, a leading expert in the field, this book is essential reading for anyone who wants to create high-quality printed materials.



Applied Design for Printers by Sarah Crafts

★★★★☆ 4.5 out of 5

Language : English
File size : 3545 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 53 pages



The book is divided into four parts:

- **Part 1: Design Principles** covers the basic principles of design, including typography, color theory, and layout. This section provides a solid foundation for understanding how to create effective printed materials.
- **Part 2: Prepress** covers the process of preparing your design for printing. This section includes information on file formats, color

management, and preflighting.

- **Part 3: Printing** covers the different printing processes available, including offset printing, digital printing, and flexography. This section provides an overview of the pros and cons of each process, so you can choose the right one for your project.
- **Part 4: Finishing** covers the different finishing options available, including binding, laminating, and die-cutting. This section provides information on how to choose the right finishing options for your project, so you can create a finished product that meets your needs.

Applied Design for Printers is a comprehensive and up-to-date guide to graphic design for printing. It is an essential resource for anyone who wants to create high-quality printed materials.

About the Author

Sarah Crafts is a leading expert in the field of graphic design for printing. She has over 25 years of experience in the industry, and her work has been featured in numerous publications. She is the author of several books on graphic design, including Applied Design for Printers and The Elements of Graphic Design.

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