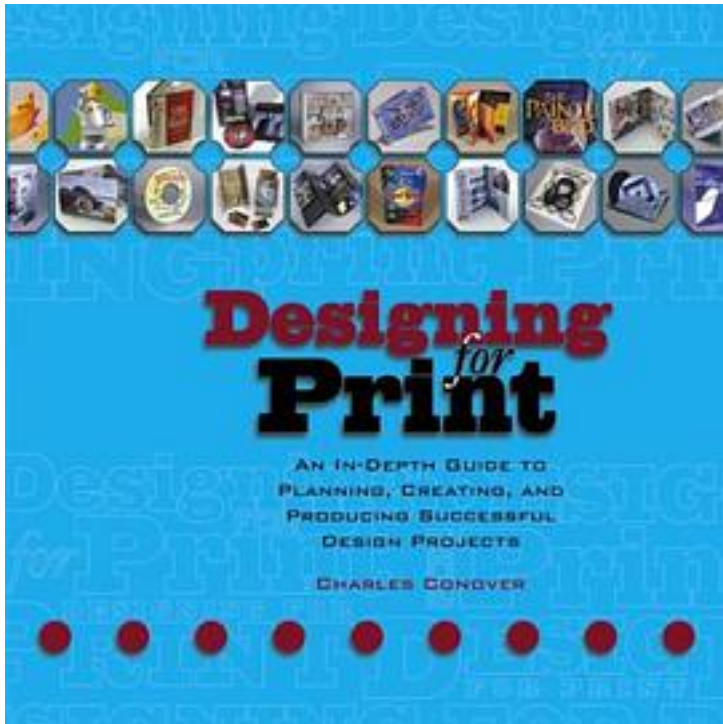


The Designing for Print



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A highly visual guide to designing for print media, from project inception to final production Packed with hundreds of informative, illustrated examples, Designing for Print demonstrates methods and techniques for creating top-quality print media projects. Carefully chosen real-world design exercises and problem-solving projects offer hands-on practice to help readers achieve strong designs. This easy-to-use guide presents software tricks and tips, along with discussions on scanning, output, and other issues related to digital design for print and electronic media. Up-to-date coverage includes useful skills for getting the most out of the latest technologies. Dozens of sidebars and step-by-step descriptions walk readers through the design

process in the same order actual projects are implemented: aeo Planning design aeo Designing with type aeo Designing with photographs aeo Advanced typography aeo Preparing images aeo Illustrating effectively aeo Putting it all together Designing for Print gives a peerless introduction to designing all types of print projects.

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