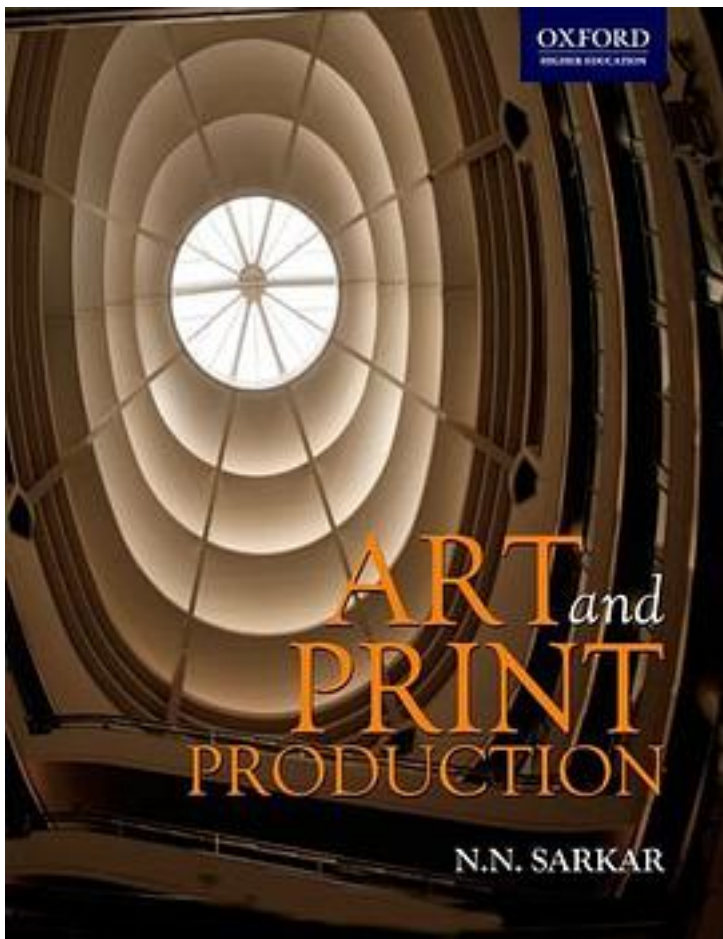


Art and Print Production



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出版者:

出版时间:2008-7

装帧:

isbn:9780195692242

Art and Print Production is a comprehensive textbook designed especially for the students of Mass Communication and Graphic Design. The book succinctly covers the entire gamut of the theory of Art and Print Production. Beginning with the concept of

"Art," it takes up all technical issues arising in any pre-printing or post-printing situation and then moves to some of the important application areas. It discusses at length, the finer details of paper, colour, type and business of graphics, emphasizing costing and estimating. In spite of the book's highly technical theme, the simple language and accompanying visuals make it easy for the students to comprehend. This book is practical in its approach and addresses the requirements of students and practitioners. It identifies and defines their problems concretely, analyzes and suggests the solutions thereto, adapted to local needs, tastes and perceptions. A unique feature of this book is the treatment of the subject in the context of its applicability and the technology available in India at present or in the foreseeable future. This book will be extremely useful to students as well as practising executives in taking logical, result-oriented decisions on design selection.

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