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Autor: Fawcett-Tang Roger

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Sinopsis

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Print and Production Finishes for Brochures and Catalogs demystifies the production process for graphic designers, enabling them to achieve the best possible work.

At some point, every graphic designer is commissioned to design a brochure or catalogue. While other books offer inspiration for design, this book focuses on the materials and finishing techniques needed to create the desired effect for those jobs, exploring their creation from a production and manufacturing point of view. Roger Fawcett-Tang has selected world-class work across all areas, from high fashion to mail order, and reveals the skills and techniques needed to meet any requirement. There's also an illustrated glossary of materials (both standard and innovative) and processes.

From producing the latest aspirational publication to making the mundane look desirable, Print and Production Finishes for Brochures and Catalogs is both an indispensable practical guide and a sourcebook for ideas.