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Basics Design: Print And Finish

BASICS DESIGN

Gavin Ambrose
Paul Harris

PRINT & FINISH

Second Edition

BLOOMSBURY
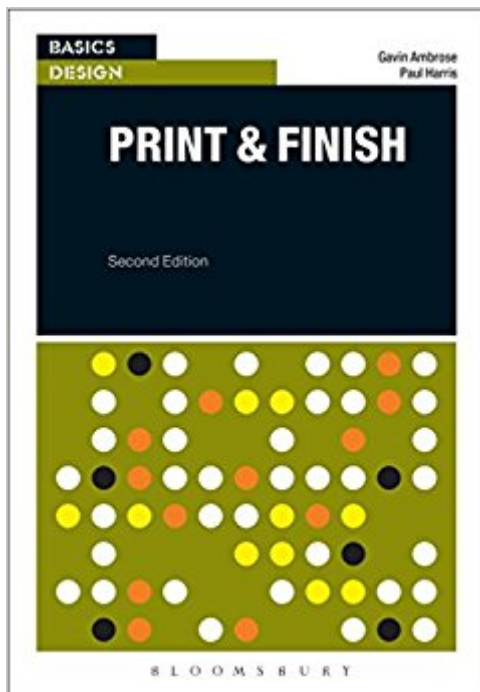
Synopsis

The Basics Design series is designed to provide graphic arts students with a theoretical and practical exploration of fundamental topics, including layout, format, typography, colour and image. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject. The second edition of the sixth book in the series, Print and Finish is a guide to the printing and finishing techniques employed by graphic design studios all over the world. A thorough understanding of these techniques will equip the designer with the ability to harness the creative potential of these processes and add creative elements to a design in order to increase its impact and functionality. Showcasing seven different paper and ink stocks and finishes, the book is an invaluable reference tool. With new contributions and activities, the second edition builds on the success of the first, and is an absolute must-have for all design students.

Book Information

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Customer Reviews

Gavin Ambrose is a practising graphic designer whose client base includes the arts sector, publishers and advertising agencies. He teaches at the University of Brighton.Paul Harris is a freelance writer and editor. His work has appeared extensively in magazines and journals in both the US and the UK.

very good book

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