



Graphic Designer's Print and Color Handbook: All You Need to Know about Color and Print from Concept to Final Output

Constance Sidles, Rick Sutherland, Barb Karg

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Getting color and print quality right is one of the biggest challenges for designers, especially when faced with quickly changing technologies, platforms, and processes. The complexities of color and print management have grown in the wake of these new technologies, and designers are often left without any guidance. This practical and comprehensive handbook provides designers with just that-guidance. This all-inclusive source covers everything from choosing color combinations to choosing the best paper and printing methods for your job. Graphic Designer-s Print and Color Handbook brings tips and discussions on these subjects to you through visuals and easy to understand text. No detail is left out, making this an essential text to have next to your work station everyday.

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