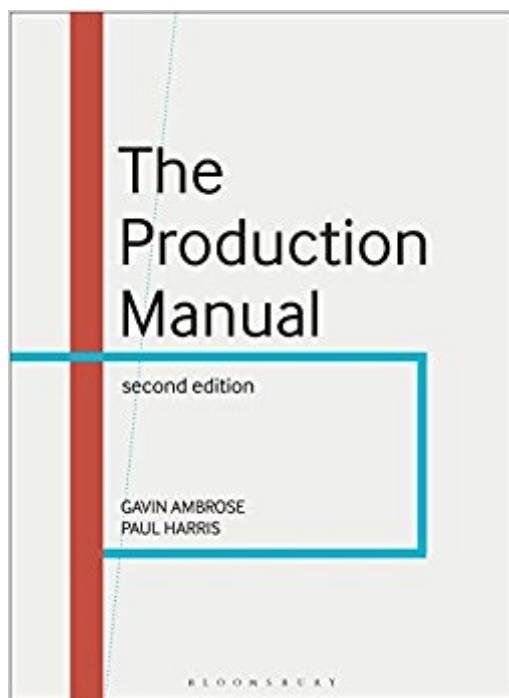


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# The Production Manual (Required Reading Range)



## **Synopsis**

From the basics such as working with typography through using images and working with color, exploring different pre-press techniques and the processes involved in bringing a product to press and with a resulting pleasing end product, the authors present everything that the reader needs to know in a straightforward and visually strong way. This new edition completely updates the information on the production process, highlighting new techniques and expanding its coverage on digital technologies. In addition, new interviews are included from design studios using creative or unique production techniques. Since students may eventually be working with international clients, the authors includes both metric and imperial measurements so that students will become familiar with the differences. Expanded coverage of environmental and sustainability issues, especially as they relate to paper choice and use of special processes/inks has also been added.

## **Book Information**

Series: Required Reading Range (Book 55)

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## **Customer Reviews**

This is an excellent resource manual. I've already recommended it to my new students as a foundational text. \* Stephen Hibbert, University of Huddersfield, UK \* The Production Manual is an excellent resource for design students. An accessible and easy to understand format, which clearly demonstrates the key processes involved in contemporary creative practice. \* Simon Harrison, Leeds College of Art, UK \*

Gavin Ambrose currently teaches at the University of Brighton, UK, and is a practicing designer and author. Paul Harris is a freelance writer whose work appears extensively in magazines and journals in the US and UK.

Product arrived in great condition

Love it!

I haven't read the book cover to cover but just flipping through it and going to sections that interest me, this book is legit. I really gives you all the information you would need on production. Great reference book.

I am very very very happy with this book! I am studying graphic design and this book answered all my question I had! I would recommend this to everyone who studies graphic design or is a beginning or intermediate graphic designer!

The layout of the book is visually easy to navigate while holding pertinent information about production and the way that it was written makes production very interesting and exciting to learn about!

I had to purchase this book for a class in university and continue to use it as a reference in my professional life. The book is very well laid out and organized, making it easy to find information on a variety of topics. It makes communicating with printers in a common language easier and has also helped me interface with coworkers to show them what I'm talking about when I mention different finishing techniques and layout styles. All around, a great purchase that I would recommend as a part of any graphic designer's library.

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