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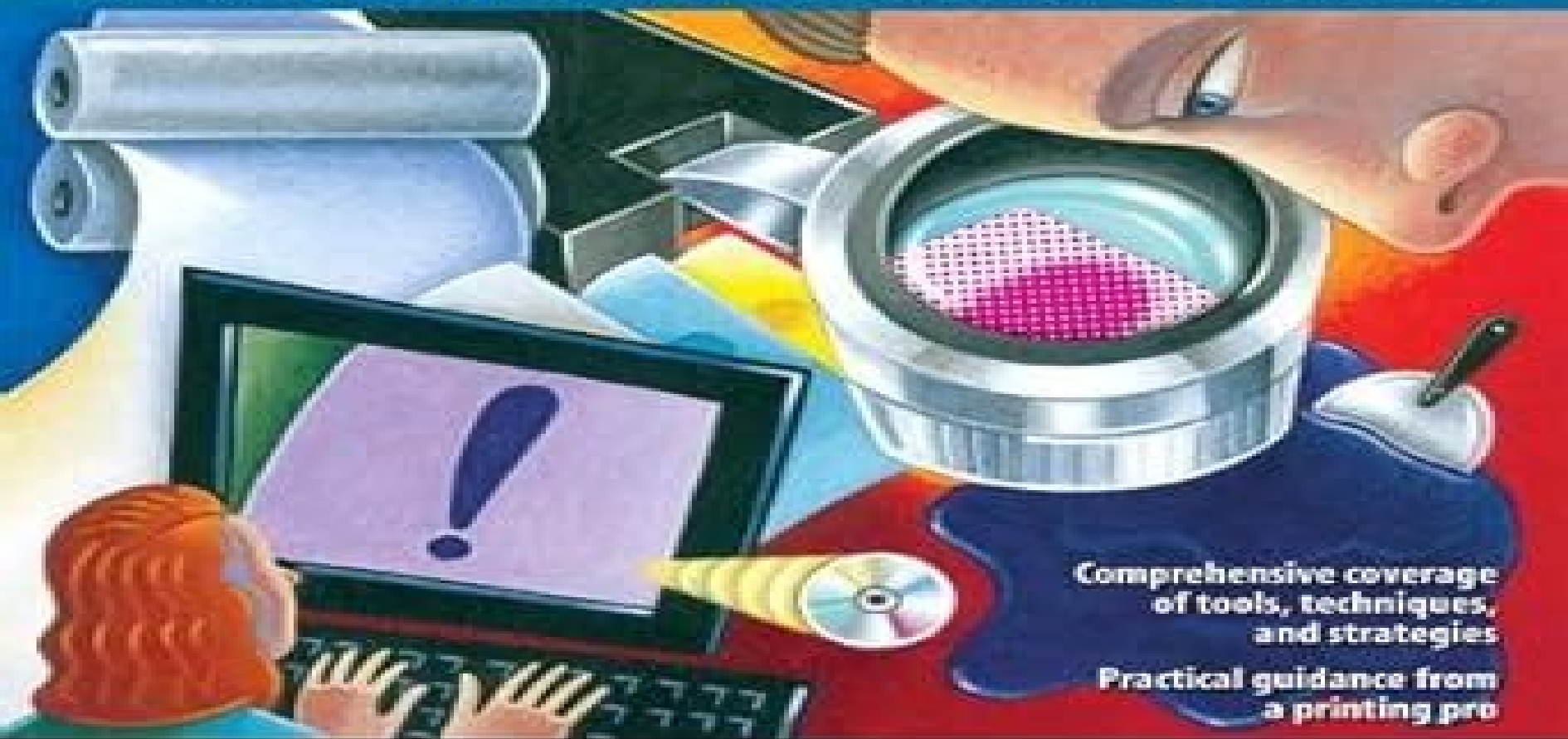
Print Production

INDUSTRIAL-STRENGTH PRODUCTION TECHNIQUES

Comprehensive coverage of tools, techniques, and strategies

Practical guidance from a printing pro

CLAUDIA McCUE

Real World Print Production Claudia Mccue

Kelly Kordes Anton,John Cruise

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   Real World Print Production with Adobe Creative Cloud Claudia McCue,2013-12-17 Sharpen your print production skills with this definitive resource created specifically for design professionals who need to create files using the Adobe Creative Cloud including InDesign Photoshop Illustrator and Acrobat and output for printing The previous edition was steady seller helping designers who have no training in print get up and running quickly and not make expensive mistakes on their projects Completely updated for CS6 and the CC this book also helps designers with some print experience tackle more complex projects The book covers all the Adobe Suite programs they need to know to produce successful projects rather than buying 4 or 5 different books This book is considered the complete resource for understanding the print cycle how ink works on paper managing fonts using color spaces handling images and preparing files for print or electronic output Print expert Claudia McCue shares her hands on techniques to prepare files edit photos and graphics and prevent common problems without missing a deadline This book is brimming with insightful advice illustrations and shortcuts that will have you quickly and professionally producing your work in no time Covers Acrobat XI InDesign CC Photoshop CC and Illustrator CC for Macintosh and Windows   **Real World Print Production with Adobe Creative Suite Applications** Mccue,2009   *Real World Print Production with Adobe Creative Cloud* Claudia McCue,2013   *Real World Print Production with Adobe Creative Suite Applications* Claudia McCue,2010-04-14 Contrary to popular belief print is not dead With all the interest in online publishing here in the 21st century it s easy to lose sight of the fact that information is still widely disseminated through the good old medium of print The advent of desktop publishing granted new levels of power and control to the layout artist and graphic designer but it hasn t made the process of getting the perfect print foolproof Sometimes managing the disparate elements of fonts images colors and more while dealing with the quirks of page layout applications makes even the bravest designer and production editor long for the hands on days of moveable type Creating a great layout on your monitor is only half the battle how do you make it work on paper Print production expert Claudia McCue takes on the challenge of putting ink to paper offering clear authoritative guidance to print professionals and anyone else who has been frustrated by the obstacles of getting electronic documents to print perfectly This new edition of Claudia s classic book is now fully Adobe centric and shows readers how to use the different applications in the Adobe Creative Suite 4 together to create and produce great print documents Use Photoshop and Illustrator to create raster and vector images and combine them with text in InDesign to create eye catching yet readable page layouts Learn the ins and outs of fonts and gain a better understanding of how ink and paper work together Finally preflight or prepare your job for submission to a printer to make sure the printing process goes off without a hitch   *Real World Print Production* Claudia McCue,2007 Everything designers need to know to create trouble free print jobs in one industrial strength reference   **Print and Production Finishes for Sustainable Design** Edward Denison,2009 Print and Production Finishes for Sustainable Design is an indispensable ideas sourcebook and

practical guide to what has become an important consideration for many designers sustainability The book shows examples of environmentally friendly inks varnishes pigments and finishes that can be used in a wide range of standard printed media Printing innovations and specialized printing techniques using environmentally friendly ingredients are also included The book provides an overview of different printable materials available to both 2 D and 3 D designers including recyclable paper paper substitutes and biodegradable plastics Innovative 3 D designs that demonstrate clear environmental benefits derived from the application of printing types of manufacturing techniques or use of specific materials are showcased and explained Environmentally sound printing and production finishes are often one of the outcomes of a lengthy design process by companies dedicated to reducing their impact on the environment Print and Production Finishes for Sustainable Design includes case studies of companies where the entire organizational objective is based on achieving organizational sustainability i e zero net impact and where printing and production processes have been integral to achieving this

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