



Getting it Right in Print: Digital Prepress for Graphic Designers

Mark Gatter

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Getting it Right in Print: Digital Prepress for Graphic Designers

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With this much-needed new book, designers learn precisely what they must do to prepare their brochures, posters, books, magazines, and other materials for trouble-free, high-quality printing. Addressing the single greatest challenge facing the professional designer today, calibrating images and layouts to match press specifications, the author shows how to use common digital-layout and image-management programs to their best advantage. Delays and additional costs previously incurred to fix disappointing proofs can now be eliminated, saving designers both time and money. Supplanting other books on the subject, which focused on predigital practice and are now out of date, "Getting It Right in Print" explains prepress processes in easily understandable terms that will give designers a firm grounding in the fundamentals of this complex subject. Whether they are learning to adjust trapping to appropriate levels, mix colors successfully, or master techniques to make images (even ones downloaded from the Internet) look good in print, designers gain the know-how they need to get the results they want.

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