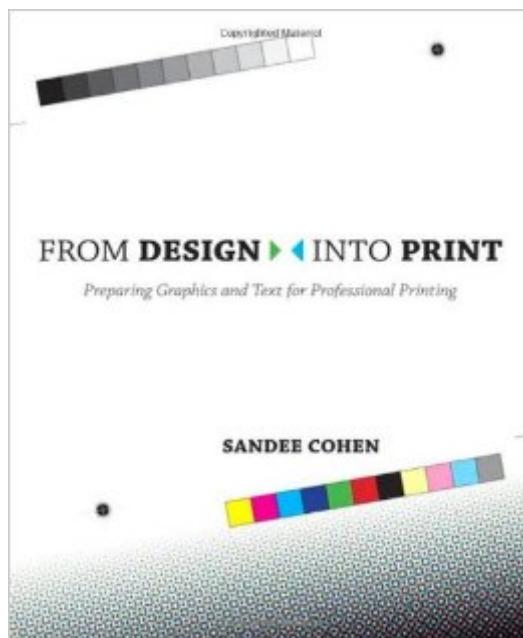


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# From Design Into Print: Preparing Graphics And Text For Professional Printing



## Synopsis

A designer in New York creates a beautiful design but when she prints it the colors become muddy. An art director in Seattle sends a file to the print shop, and they call him to say the job won't print. The editor of a college paper can't figure out why all the pictures in the paper are jagged. And a freelance designer in Chicago needs to bid on her first print job. Linescreen, DPI, CMYK, RIPs, bleeds, spots, and spreads: Why didn't they teach this stuff in design school? Sandee Cohen comes to the rescue, whether you're producing your first newsletter or you're an experienced graphic designer who needs to come up to speed on professional-level printing. She'll tell you how to make your desktop printer behave, and will take the mystery out of dealing with print providers. You'll learn all the necessary techniques, the terminology, and the rules of printing (and when you can break them). It's like having your own production manager standing over your shoulder. The copious information in *From Design Into Print* will have your designs looking as stunning in print as they do on your monitor. This book will help you:

- Choose the right desktop printer for your needs
- Finally understand resolution
- Get the results you want from page-layout and image-editing applications
- Find the best stock images
- Know what to expect when RGB colors convert to CMYK
- Figure out your fonts
- Preflight your work
- Sound smart when talking to a print shop

## Book Information

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## Customer Reviews

Having only had one or two forays into designing artwork for professional printing, I must say that I felt completely overwhelmed when confronted by the task of doing a large print project for a client.

Sure I knew a lot about the technical aspects of creating a good looking design, but making sure that design worked for the professional printer I was working with was the most daunting part of the job. I bought and read this book in about two days, and almost immediately felt entirely confident in my abilities to finish the client's job; everything turned out great, the client loved the finished pieces! Flash forward about two years, I landed an interview at a large printing company. My knowledge of not only design, but also my understanding of the technical information, and specifically the professional printing terminology allowed me to land the job immediately after my initial interview. Having worked at this job for over a year I must say, the things I learned in this book helped me immensely in not only getting the job, but also assisting other designers who have very little experience setting up artwork files for print. I just wish I could share this wonderful book with the rest of the non-designers, if only they understood things like bleeds, gutters, resolution, etc, my job would be so much easier! If you are a novice designer who has good design skills, but lacking any experience in specifically designing for print, get this book! It will be a great asset to your career.

I agree that this book is a "must have" for all but the most experienced professional graphic designers. I promise that the rest of us will learn useful concepts and facts. You may also learn the reasons behind other concepts that you thought you already understood. This book will be a quick reference for me -- within arm's reach in my studio. As you can see from the Table of Contents, the scope of this book is rather broad but it is very readable and authoritative. It is beautifully produced (of course!) and engaging. For instance, the quizzes are practical and often fun. My favorite quiz was matching ten CMYK values with ten named colors -- sort of a crossword puzzle for colorists. How you use the book will depend upon your own experience. You mileage may vary but you will enjoy the ride.

Maybe this book was relevant in 2009 (though I doubt it) but it seems very outdated in 2015. It was assigned for a class I was taking but it makes references to programs that haven't been used since the very early 2000s (such as QuarkExpress and Adobe PhotoDeluxe) and uses terms that definitely seem outdated today. The author also uses very ridiculous analogies such as oranges in a hardware store is like choosing software and pixels and resolution is similar to buying bed linens. It is very basic and many of the chapters cover things even a novice designer would already know. Try to find a more current book if you can.

Good book. Only covers the very basics. You won't be a print design expert after reading it.

This is a great introductory book for this subject. Fairly easy reading, can serve as a reference book. Highly recommended for newcomers to the subject.

Thanks goodness for this book. I have had many questions regarding the process of preparing digital images for print. I have had some conversations with printers in the past that left me feeling like I really needed to be more informed about this process. This book answers so many questions and gives advice on preventing some common mistakes designers make.

I am a business owner who is dealing with printers for the first time and I want to handle my own graphics instead of contracting them out. This book really helped explain the process of designing graphics with the focus on preparing them for print and how to understand the printers requirements and which questions to ask. I feel very confident in handling my own business graphics and sending them to a printer. This book has saved me a lot of money in contracting with a graphic artist.

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