

<<什么是出版物设计WHAT IS PUB>>

图书基本信息

书名：<<什么是出版物设计WHAT IS PUBLICATION DESIGN?>>

13位ISBN编号：9789812453846

10位ISBN编号：9812453849

出版时间：2005-12

出版时间：Oversea Publishing House

作者：Lakshmi Bhaskaran

页数：256

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<什么是出版物设计WHAT IS PUB>>

内容概要

Publication design is a diverse area, covering everything from magazines, newspapers and books to annual reports, product catalogues, newsletters, journals and everything in between. "What is Publication Design?" is the comprehensive guide to all forms of printed publication. Aimed at a wide audience, covering consumer, corporate and trade, it explores everything from transport and display to issues of sustainability and advances in technology. The book contains an international portfolio of design. Amongst other things it explores printing and finishing techniques and the feel of the publication in hand, as well as the graphic design. All of this serves to make the book a comprehensive and essential guide to a complex and fascinating subject area.

书籍目录

Issues What is publication design? The power of print Design considerations The publication life span The digital revolution Buying and selling A word about the environment CopyrightAnatomy Anatomy Cover story The right format Hierarchy and layout Grid lock A tale of typography Picture perfect Color Bound to last All systems go Books Magazines Newspapers Brochures and catalogs Annual reports ProgramsPortfolios Portfolios Bibliotheque Big Active Eggers+Diaper Frost Design John Morgan Studio Paprika Research Studios Segura Inc U NA (Amsterdam) Designers Carl-Henrik Kruse ZakrissonEtcetera The best books Glossary Index Credits

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>