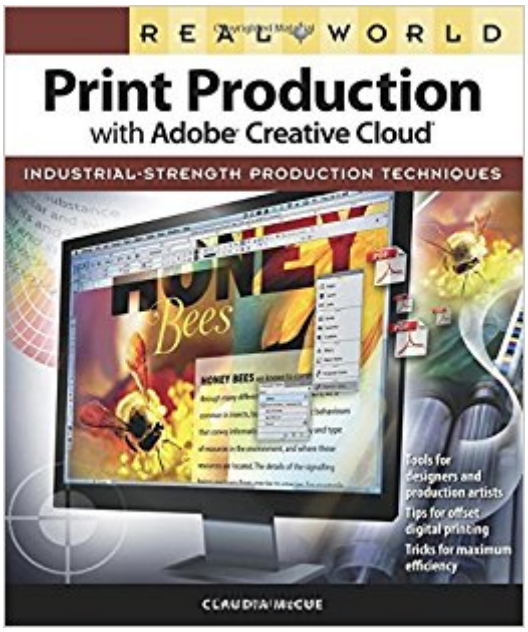
Ebook Directory
the best source of ebook

The book was found

Real World Print Production With Adobe Creative Cloud (Graphic Design & Visual Communication Courses)



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

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. Ã Â 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. Ã Â 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 Ã Â

Book Information

Series: Graphic Design & Visual Communication Courses

Paperback: 376 pages
Publisher: Peachpit Press; 1 edition (December 31, 2013)
Language: English
ISBN-10: 0321970322
ISBN-13: 978-0321970329

Product Dimensions: 7.5 x 0.8 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 14 customer reviews

Best Sellers Rank: #27,736 in Books (See Top 100 in Books) #2 inÃ Â Books > Computers & Technology > Software > Design & Graphics #7 inÃ Â Books > Computers & Technology > Networking & Cloud Computing > Cloud Computing #9 inÃ Â Books > Computers & Technology > Graphics & Design > Desktop Publishing

Customer Reviews

Claudia Mccue is a prepress pro with more than 25 years of hands-on experience. She is the owner of Practicalia, an independent training provider specializing in Adobe products, retouching and color

correction, and resolving general issues related to prepress and printing. She is a popular speaker on these topics at industry conferences. Visit her Web site: www.practicalia.net. Claudia is a resident of Georgia.

I edit and lay out books for a living, and I supplement my brief formal education by self-teaching from books. I have no fewer than 15 such manuals on the shelf over my Mac, on subjects ranging from HTML to the Adobe Creative Suite to QuickBooks and beyond. I wish Claudia McCue had written every one of them. Her writing is clear and concise -- she clearly knows her subject matter AND how people learn. In the editorial part of my career I've worked on hundreds of nonfiction titles, and I can assure you that this is a rare combination. The writing is not only informative, it's engaging (and frequently funny); this is the only manual I've ever read cover to cover, like a novel.The author's explanations of complex subjects are wonderful. Until now, for example, I've never really understood concepts like trapping and RIP-ping. I've always absorbed the minimum I needed to know while the rest of the explanation turned into the "wahh-wahh" adult voices in a Peanuts cartoon. Whether that's due to the density of my own skull or the poor explanations I was getting, I don't know -- what I do know is that this author's explanations have effectively closed the circuit for me on these subjects. I actually get them now. And then there are the chapters with production tips for each relevant program in the Creative Suite -- they're like mini-Master Classes. I can't express how much my workflow has improved after reading this book in general and these chapters in particular.After a couple of months on my desk, my copy is dog-eared and bristling with sticky-notes. I've referred to it for different questions on each of my last three print projects (two trade paperbacks and a coffee-table book), and I expect I'll be referring to it for many projects to come.

Claudia has put together a catalog of information that any designer who prints must read!Her vast knowledge in the printing industry reflects in each chapter with easy to grasp, pertinent information. This has become my go to book in my new career as a Graphic Designer/ Prepress Operator.Trust me, this is a must have for any designer to keep with them.A great guide for the various aspects of print design whether you're working in house printing or sending them off to a press. They will thank you greatly if you follow Claudia's guides for setting up files and artwork, and you might even save yourself or your company some money.She is an InDesign Master so you couldn't learn from a better teacher. Her tips on how to utilize the Adobe Creative Cloud Suite are great.Just quit reading this review and go buy this book if you are thinking about it, it will pay for itself with its content.

This book belongs in every print shop!I'm a PrePress Supervisor at a large printing company. It's not easy keeping up with all the latest trends and techniques, but Claudia has helped me out immeasurably via her Lynda.com tutorials and now this well crafted, easy to read book! When the topic is PRINT, Claudia McCue is the BEST!

The absolute best book on pre-press that there is. I use this exclusively to train our new artists who come out of college knowing nothing about preparing their digital art files for print.

Seriously, I did not think this book is good when I was still in school classes. Until I start working, this became very handy. It's tool book for evey designer. Unless you are working on full-digital work, you don't need to worry about the output, then you can skip it.

Good textbook for the Graphic Communications Post-Secondary Curriculum

The other positive reviews are true! Even my undergraduates, who have no background in printing, find this book highly readable.

Book came in great shape!

Download to continue reading...

The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) Real World Print Production with Adobe Creative Cloud (Graphic Design & Visual Communication Courses) Adobe Photoshop Creative Cloud Revealed (Stay Current with Adobe Creative Cloud) Adobe Photoshop Creative Cloud: Comprehensive (Stay Current with Adobe Creative Cloud) Adobe Illustrator Creative Cloud Revealed (Stay Current with Adobe Creative Cloud) Adobe InDesign Creative Cloud Revealed (Stay Current with Adobe Creative Cloud) Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Learn Adobe Illustrator CC for Graphic Design and Illustration: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) Learn Adobe Photoshop CC forÃ Â VisualÃ Â Communication: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) Adobe Photoshop CS6 Illustrated with Online Creative Cloud Updates (Adobe CS6 by Course Technology) TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having

BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Learn Adobe Animate CC for Interactive Media: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) Stop Stealing Sheep & Find Out How Type Works, Third Edition (3rd Edition) (Graphic Design & Visual Communication Courses) Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) Photoshop: Absolute Beginners Guide: 7 Ways to Use Adobe Photoshop Like a Pro in Under 10 Hours! (Adobe Photoshop - Digital Photography - Graphic Design) The Adobe Photoshop Lightroom: 17 Tips You Should Know to Get Started Using Photoshop Lightroom (For Digital Photographers) (Graphic Design, Adobe Photoshop, Digital Photography, Lightroom) Foundations of Digital Art and Design with the Adobe Creative Cloud (Voices That Matter) Adobe Creative Cloud Design Tools All-in-One For Dummies Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design

Contact Us

DMCA

Privacy

FAQ & Help