

《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?》

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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.

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