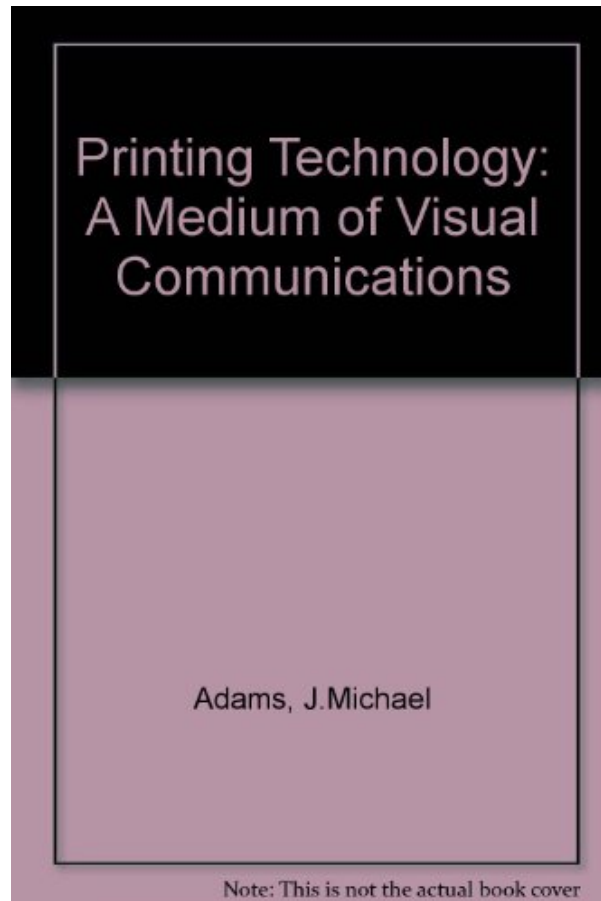


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About the Author

J. Michael Adams is the Dean of the College of Design Arts at Drexel University in Philadelphia, Pennsylvania.

Penny Ann Dolin has more than 25 years of experience in the graphic communications industry, specializing in digital imaging, prepress technologies, and commercial photography. She gained valuable prepress industry experience as a corporate member of American Color Premedia, and her accomplishments include the founding and successful operation of a full-service commercial photography studio. Ms. Dolin is a faculty member at Arizona State University, in Graphic Information Technology (Department of Management Technology) within the College of Technology and Applied Science.

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This comprehensive text introduces students to procedures and materials used in each phase of the printing process. Reorganized content provides an understanding of the evolution of printing, as well as knowledge of the latest computer-controlled equipment. Emphasis is on: computer composition, image generation and assembly, printing and estimating and production control. An entire chapter is devoted to xerographic laser and ink-jet printing. Integrated study of offset lithography, plus coverage of screen and gravure printing is included. Discussions are in depth for those with no prior printing experience. This book should be of interest to students studying printing and graphic communications.

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Poor example of typesetting

By John R. Hightower

The content of this book is well written and comprehensive, but for a book about printing technology it is an awful example of typesetting. Gappy typesetting is found throughout. I wasn't expecting the book to necessarily address typesetting, but I was expecting it to be a good example. It's not. Before you buy the book, be sure you understand that it is focused on PRINTING, not typography or typesetting. I found the explanation of paper weights to be especially enlightening.

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Caution graphic designers...

By A Customer

I ordered this book because as an emerging graphic designer, I wanted to know how to set my documents up for print in programs like Adobe Photoshop, Illustrator, and of course Quark. Although this book is very detailed about the history of printing and how printing works, as well as job estimates for printing, it seems really outdated as far as using your computer for prepress and helping a designer work with a local printer. And the clincher is, it is basically a school textbook. That is what it looks and reads like, unfortunately. However, if you are an artist in any way and are studying art and printing processes and all the different kinds, you might find it somewhat helpful. For those of you creating a brochure in Quark and need information on color processing, stacking, and how to approach your printer to get the job done? This is not the book. Try "Pocketguide to Digital Printing".

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A Good Book Indeed

By E. Ez

What really thrilled me about this book is its dynamic nature. The authors of the book have consistently updated this book in line with technological advances in printing. I was impressed when I saw recent digital presses like Indigo and Xeikon. This book covers all aspects of printing, it gives a sound historical perspective of each aspect. It is a good reference book for all printers, amateur or professional, it has good things in stock for all classes of printers.

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