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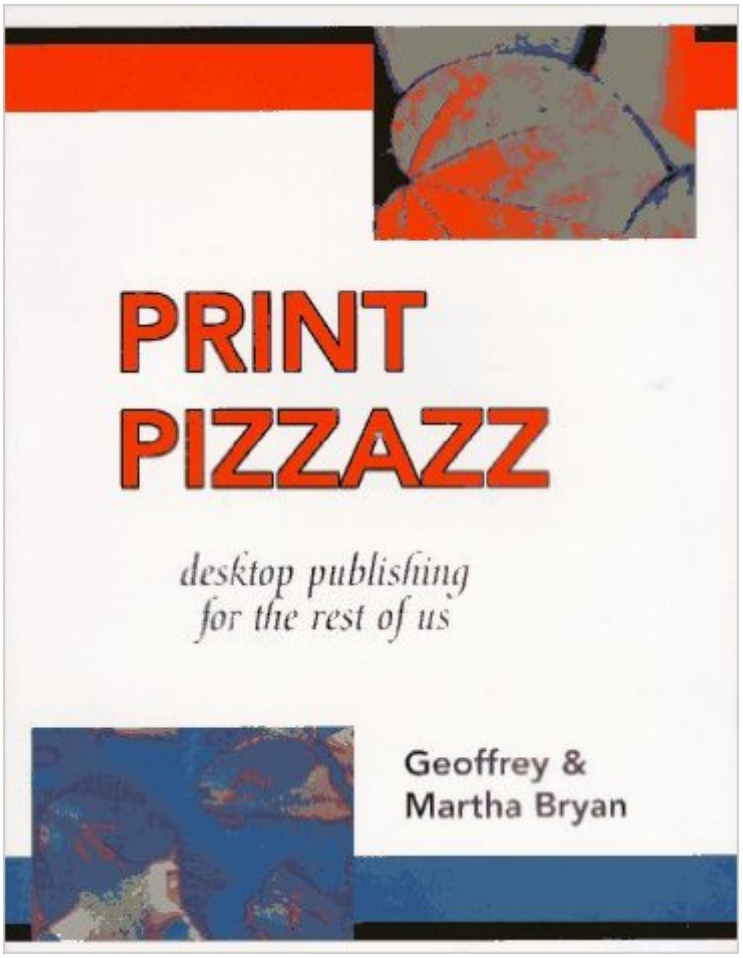
Print Pizzazz: Desktop Publishing For The Rest Of Us



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Synopsis

Twenty years ago, most graphic design was performed using time-consuming mechanical paste-up techniques. Only the wealthy could afford computerized page layout systems, which cost well into six figures and required skilled personnel and maintenance. All of that has changed wth the advent of personal computers, sophisticated and affordable page layout software, and numerous service bureaus to create professional quality output from this software. Today, virtually anything in print, from magazine advertisements to 4-color catalogs, can be created on a personal computer system costing only a few thousand dollars. But this power brings with it the need to understand fairly complex technology -- and the elements of good graphic design are as important today as ever. Print Pizzazz: Desktop Publishing for the Rest of Us is an up-to-date, hands-on guide to what is available and how best to use it. You will learn how to avoid predictable problems, and overcome common challenges, while picking up numerous tips on how to get better results. And, unlike most books on desktop publishing, you will obtain guidance on not just the appearance of your publications but what should go into them as well. This is a book that belongs in every desktop publisher's toolkit.

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