



Designing for Print: An In-Depth Guide to Planning, Creating, and Producing Successful Design Projects

Charles Conover

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A highly visual guide to designing for print media, from project inception to final production. Packed with hundreds of informative, illustrated examples, *Designing for Print* demonstrates methods and techniques for creating top-quality print media projects. Carefully chosen real-world design exercises and problem-solving projects offer hands-on practice to help readers achieve strong designs. This easy-to-use guide presents software tricks and tips, along with discussions on scanning, output, and other issues related to digital design for print and electronic media. Up-to-date coverage includes useful skills for getting the most out of the latest technologies. Dozens of sidebars and step-by-step descriptions walk readers through the design process in the same order actual projects are implemented: aeo Planning design aeo Designing with type aeo Designing with photographs aeo Advanced typography aeo Preparing images aeo Illustrating effectively aeo Putting it all together. *Designing for Print* gives a peerless introduction to designing all types of print projects.

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