Print Pizzazz: Desktop Publishing For The Rest Of Us
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 with 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.

**Book Information**

Paperback: 181 pages
Publisher: Golden Dragon Pub (April 1997)
Language: English
ISBN-10: 0965851338
Product Dimensions: 0.5 x 7.2 x 9.2 inches
Shipping Weight: 12.8 ounces
Average Customer Review: Be the first to review this item
Best Sellers Rank: #2,141,648 in Books (See Top 100 in Books)  #954 in Books > Computers & Technology > Graphics & Design > Desktop Publishing  #13071 in Books > Computers & Technology > Programming > Languages & Tools  #459436 in Books > Reference

**Download to continue reading...**

Print Pizzazz: Desktop Publishing for the Rest of Us Book Publishing With InDesign CC: Using Desktop Publishing Power To Self-Publish Your Book Pizzas with Pizzazz: 60 Simple & #Delish Pizza Recipes (60 Super Recipes Book 23) Pussycats: Why The Rest Keeps Beating The Rest, And What Can Be Done About It Sing You Home Large Print (Large Print, companion soundtrack,
Large Print) Word Search Puzzles Large Print: Large print word search, Word search books, Word search books for adults, Adult word search books, Word search puzzle books, Extra large print word search
Structured Publishing from the Desktop: Frame Technology's Framemaker
Interactive InDesign CC: Bridging the Gap between Print and Digital Publishing
Digital Publishing with Adobe InDesign CC: Moving Beyond Print to Digital Bookwomen: Creating an Empire in Children's Book Publishing, 1919-1939 (Print Culture History in Modern America)
Power in Print: Popular Publishing and the Politics of Language and Culture in a Colonial Society, 1778-1905
A Detailed Guide to Self-Publishing with and Other Online Booksellers: How to Print-on-Demand with CreateSpace & Make eBooks for Kindle & Other eReaders
Sell Your Book on : The Book Marketing COACH Reveals Top-Secret "How-to" Tips Guaranteed to Increase Sales for Print-on-Demand and Self-Publishing Writers
3D Printing: The Ultimate Guide to Mastering 3D Printing for Life (3D Printing, 3D Printing Business, 3D Print, How to 3D Print, 3D Printing for Beginners) Concepts About Print: What Have Children Learned About the Way We Print Language?
Large Print Easy Monday Crosswords (Large Print Crosswords)

Dmca