Arts, Audio/Visual Technology, and Communications

- Book: Graphic Design and Print Production Fundamentals

This textbook -- written by a group of select experts with a focus on different aspects of the design process, from creation to production -- addresses the many steps of creating and then producing physical, printed, or other imaged products that people interact with on a daily basis. It covers the concept that, while most modern graphic design is created on computers using design software, the ideas and concepts don’t stay on the computer.

- Front Matter
- 5: Pre-press
- 7: Web2print
- 1: Design History
- 2: Design Process
- 3: Design Elements, Design Principles, and Compositional Organization
- 4: Color Management in the Graphic Technologies
- 6: Imaging
- Back Matter
Thumbnail: The pencil is one of the most basic graphic design tools. (CC BY 3.0; Dmgerman).