



The Visual Dictionary of Pre-Press and Production (Visual Dictionaries)

By Gavin Ambrose, Paul Harris

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The Visual Dictionary of Pre-press & Production is a concise and comprehensive introduction to the world of print and production. Containing textual and visual definitions for over 250 pre-press and production terms, this book is an invaluable reference tool for all students and practitioners of graphic design, typography, illustration and visual communication subjects. From practical terms such as Accents, Bitmap and Color calibration, to styles and finishes such as Canadian and half-Canadian, Perfect Bound and TCF (Totally Chlorine Free), this book contains both modern terminology and the traditional terms still in current usage.

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Review

"What a great little book! The short, concentrated explanations are an ideal reference for students. Comprehensive coverage of the subject. An ideal pocket guide..." Rhiannon Robinson, University of Cumbria, UK. "I think this book is a great technical resource ... Written in a conversational manner which makes it very easy to engage and digest - perfect for the student audience." Terry Elkins, Grant MacEwan University, Canada. "I have the Visual Dictionary of Graphic Design, so I knew that this would follow the same format. An excellent visual descriptor plus straightforward text just right for finding out or just reminding yourself of important things every level of student should know or begin to know." Vicki Winteringham, Norwich University College of the Arts, UK. "The practical terms chosen are spot on for students just learning the production terminology for printing." Elsi Vassdal Ellis, Western Washington University, USA.

About the Author

Gavin Ambrose is a practising graphic designer whose client base includes the arts sector, galleries, publishers and advertising agencies. He has written and designed several books on graphic design, branding and packaging. Paul Harris studied at the London College of Communication and has gone on to become a freelance writer and editor. His work has appeared extensively in magazines and journals on both sides of the Atlantic, including style bible Dazed & Confused.

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