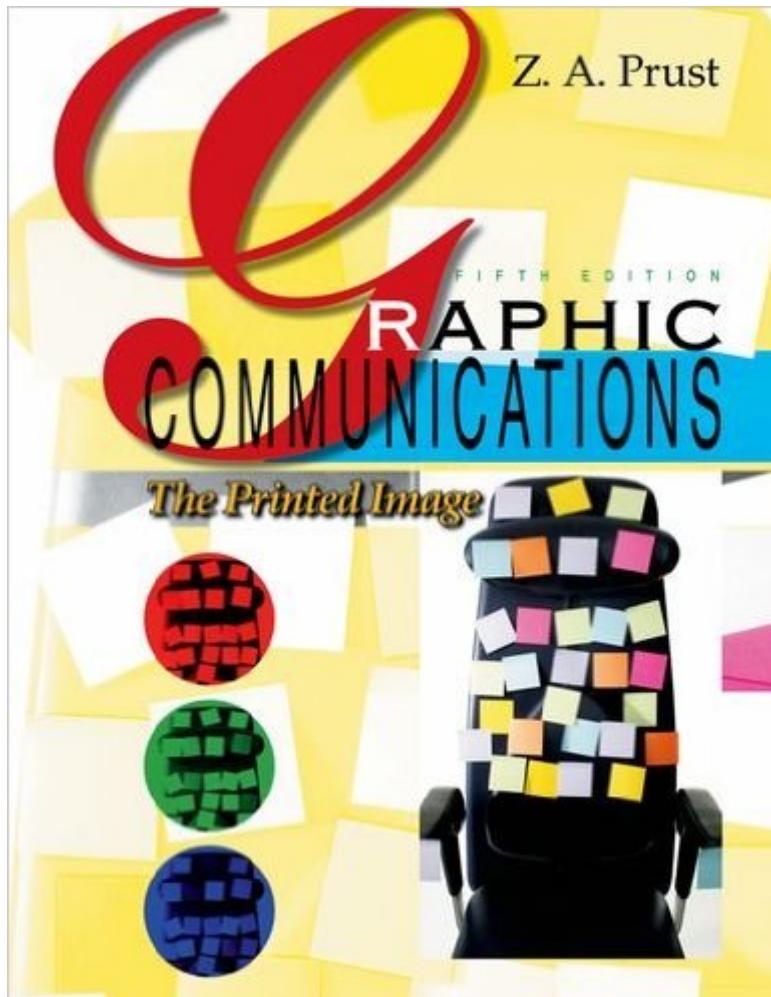


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# Graphic Communications



## **Synopsis**

Graphic Communications is a comprehensive text that reflects the changes that have taken place as digital technology has revolutionized almost every aspect of printing and its related operations. With its informative and easy-to-understand approach, the text helps students understand the processes, methods, and equipment used in the industry. This practical, versatile text covers all major aspects of graphic communications. The text tells and shows how various methods are used to take an original idea and convert it into a finished product. While Graphic Communications covers traditional printing methods, extensive content focuses on technological advancements and how electronics is affecting every aspect of the field. This edition highlights the technology currently being used in the industry, with special attention to digital printing and its applications.

## **Book Information**

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## **Customer Reviews**

Interesting to me that a book on printing and graphic communications has typos and such an unattractive mix of fonts, cluttered pages, etc. It has a lot of material on printing but it was incredibly dull.

Very helpful. This book has good graphics and information for every person who wants to get into the graphic industry. I've only read a few chapters and I love the layout of the book. It gives you a definition section, career section, body text, and much more.

The book is dated a bit and has some inconsistencies with the workbook, but is great overall as an introductory guide.

just what we needed thank you very much for all of your service!!!!useful book hits the mark for graphics

The book came just as described! I needed it for my class, and it is a great help for my studies!

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