

The GATF

Encyclopedia

of Graphic

Communications

FRANK J. ROMANO

RICHARD M. ROMANO



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The GATF Encyclopedia of Graphic Communications

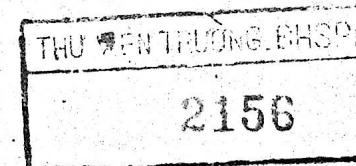
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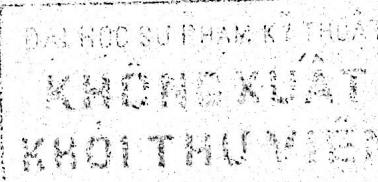


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A LANDMARK REFERENCE WORK...

The GATF Encyclopedia of Graphic Communications is the most comprehensive one-volume reference ever published on this diverse and complex field. **Frank J. Romano**, the Melbert J. Cary Jr. Distinguished Professor of Graphic Arts at Rochester Institute of Technology, and his son **Richard M. Romano**, senior associate editor at Micro Publishing Press, explain thousands of printing, publishing and digital media terms.

Features include:

- A wide range of graphic communications topics: printing, typography, graphic design, color, paper and ink, binding and finishing, photography, publishing, computers, telecommunications, new media, and the World Wide Web
- From A to Z more than 10,000 concise, authoritative definitions as well as fuller articles on broad topics
- A 2,000-year timeline of events in communications history
- An outline history of printing's first 500 years
- More than 650 illustrations, including a 16-page color signature

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