

DIGITAL WORKFLOW



POCKET PRIMER SERIES

Implementing
Cost-Effective
Print-Based
Automation



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Digital Workflow Pocket Primer

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Implementing Cost-Effective
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About the Pocket Primer Series:

Changes in the printing and publishing industries abound as digital technology creates new opportunities and affects every aspect of the way we do business – the trick is staying on top of it all! We created this series of books to help you do just that; stay up on the latest ideas and advancements without investing hours and hours in training. Each primer is designed to educate you on specific key issues of the new and evolving approaches to typography, printing, preflighting, workflow, or other areas of production. Each is written in an accessible, straightforward style, filled with information and ideas that can be immediately put to use and, as a series, will equip you with the tools and understanding you need to be both knowledgeable and highly productive in this new era.

Frank Romano

Series Editor

**Distinguished Professor of Digital Publishing
Rochester Institute of Technology**

- For designers, pre-press operators, and printers
- Covers all aspects of design and implementation
- Maximize profitability through effective management
- PDF, Internet, and other new paradigms
- Effective communications from the designer to the pressroom

This is the book we have been waiting for. Finally a clear, step-by-step guide that covers all aspects of digital workflow design and implementation for print-based communication.



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