



The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop CS6, Illustrator CS6 & InDesign CS6 (Paperback)

By Allan B. Wood

Cengage Learning, Inc, United States, 2012. Paperback. Condition: New. 6th edition. Language: English. Brand new Book. THE GRAPHIC DESIGNER'S DIGITAL TOOLKIT, 6th Edition not only introduces readers to the essential features of industry-standard software applications, but also gives them an understanding of how to integrate these programs into a seamless whole. Using a highly visual and project-based approach, this fully revised new edition examines Macintosh OS X Lion (R) and Windows 7 (R) operating systems, as well the "Big 3" digital design programs used in the graphics industry today: Adobe Illustrator (R) CS6, Adobe Photoshop CS6 (R), and Adobe InDesign (R) CS6. After thoroughly examining the features of each application from the designer's perspective, the author then reveals in practical detail the traditional skills and technology necessary for effective design for print and Web media. Using online project files, readers are encouraged to practice what they have learned by tackling design projects throughout the text from concept to completion. Effectively merging theory with practice, THE GRAPHIC DESIGNER'S DIGITAL TOOLKIT, 6th Edition stresses the critical importance of integration in design while meeting design parameters and client expectations. For access to the online project files please refer to the directions in the...



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Reviews

This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS