



Graphic Communications Today

Theodore E. Conover

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Graphic Communications Today Theodore E. Conover

This text is an innovative book for beginning design and journalism students. It focuses on teaching basic design concepts and skills through solid theory, practical design tips, projects, and creativity sections. It conveys complete information needed to produce effective print communication, from design principles to printing processes. Integrated coverage of desktop publishing material stresses the importance of computers in the graphic arts industry.

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