

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$1584.00

Editorial:

Año: 2009

Tema:

Edición: 1ª

Sinopsis

ISBN: 9783540671190

Gives the necessary theoretical background to implement and manage the most efficient and bullet proof color management workflows for print production

The terminology is oriented on practicing professionals for print production

Color management on a new level of automatization

The book describes color management for the print production with a focus on implementing standards for separation, soft proof, contract proof, data delivery and printing.

The basics and strategies are targeted at setting up vendor-independent color management workflows which can easily be realized with leading applications from e.g. Adobe, AGFA, GMG, Heidelberg, Kodak and X-Rite.

The author explains with a unique graphical concept how different standards such as ISO 12647, SWOP, GRACoL, G7, ICC profile format and PDF/X fit together.

He describes the main points for setting up color management and quality control from the print buyer over photography, agency and pre-press to the printer. The book has a strong focus on communication between print buyer, photographer, agency, pre-press and printers. Based on the best practice in communication it explains the important steps for quality control for digital data, contract proofs and prints.

"This excellent book, now available in English for the first time, offers an insight and practical advice on all areas of ICC color management. As well as offering details on the application of graphic arts workflows, it provides a background to color theory that even the most experienced in this area will find useful." Paul Sherfield, The Missing Horse Consultancy