Ready to Print: Handbook for Media Designers

By Kristina Nickel

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Ready to Print is an easy to follow reference for designers that thoroughly explains each stage of how to prepare data for prepress and production. Clearly structured chapters on "Paper," "Printing Techniques," "Typography," "Trapping," "Color," "Image Editing," and "PDF" as well as abundant descriptive graphics impart essential knowledge in a comprehensive way. From the traits of various types of paper to the recommended settings when exporting data into a print-ready PDF, the book thoroughly explains both opportunities and hurdles in pre-print and production. In short, the book shows all designers how to create the best-possible print product.

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Editorial Review

Review
"This book is brilliant! It's the only one I would take with me to a desert island so that I could continue to design and produce there." - --Erik Spiekermann

About the Author
Ready to Print was compiled by Kristina Nickel, a production manager well versed in pre-print and production processes. In her years of professional experience, she was continually surprised at how many times she needed to correct the same mistakes in the documents with which she worked. When Nickel could not find a handbook that offered practical advice on these subjects, she decided to write *Ready to Print*.

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