

**Fall 2018**

## **Production Workbook**

### INTRODUCTION

This workbook is a guided study and exploration of the rules and principles of print production. Knowing how to create design that is visually intelligent and can be successfully produced by print professionals is the hallmark of a well-trained designer. By working each of the lessons provided in this workbook, a clearer understanding of the aspects of preparing print-ready files will emerge. The designer must combine a love of type, image and form with technical specifications for pixels, paper and ink.

Reading assignments for this workbook are from the following sources.

Available in the UH Bookstore

*The Graphic Design Reference + Specification Book*, by Poppy Evans + Aaris Sherin

Available on reserve in the Architecture and Art Library.

*A Type Primer*, 2nd ed., by John Kane

*Basics Design 07: Grids*, 2nd ed., by Gavin Ambrose and Paul Harris

*The Fundamentals of Typography*, 2nd ed., by Gavin Ambrose and Paul Harris

*Typographic Design: Form and Communication*, 4th ed., by Carter, Day and Meggs