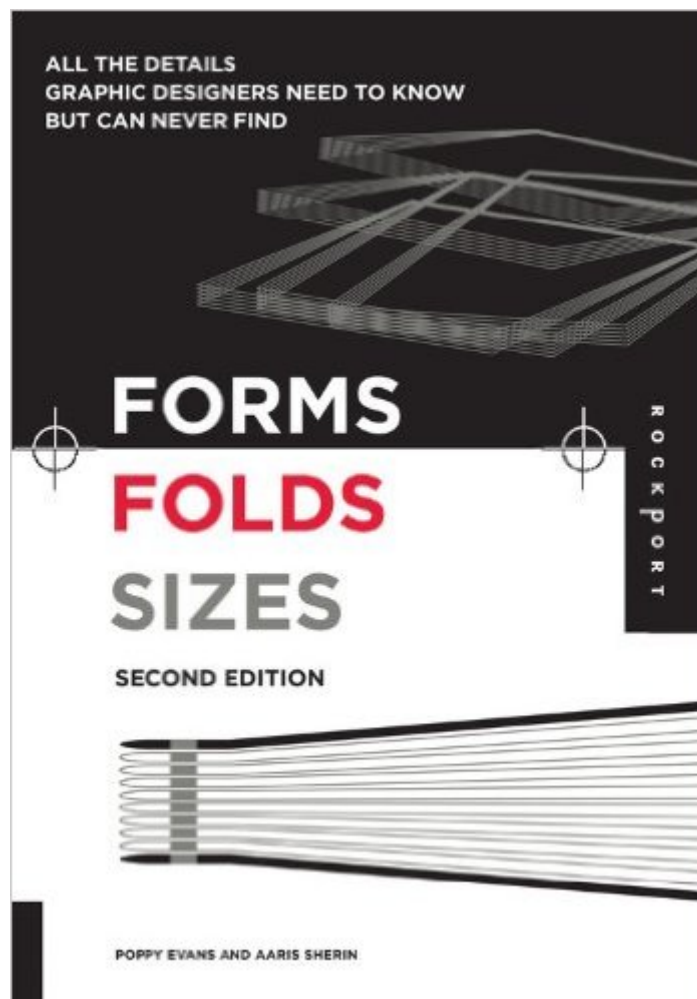


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# Forms, Folds And Sizes, Second Edition: All The Details Graphic Designers Need To Know But Can Never Find



## Synopsis

It's tough to remember all the minute details of packaging standards and conversions when you are a designer juggling varied projects. With *Forms, Folds & Sizes* 2nd Edition Revised, you can just look them up! Including updated information and new topics, this handbook provides designers with all the little details that can make or break a design, such as how much space to leave in the gutter when designing barrel folds, how to layout a template for a box and the ratios of each part, metric conversion charts, and standard envelope sizes in the USA, Europe, Canada and Asia. Featuring new topics such as sustainable design, web design, and grid design basics, *Forms, Folds & Sizes* 2nd Edition Revised is the one resource to turn to for answers to everything from folds and bindings to paper, imaging and much, much more!

## Book Information

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## Customer Reviews

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Some things to note - I was aware that this book might not be perfect in Kindle format but still think it's an excellent reference as an ebook. I've included a video of things to help you make a decision on your purchase because I can see why the ebook might be a disappointment if you don't know certain things in advance. If you need the following aspects of the book to be accurate, you should buy the paper book: \* COLOR - even if the publisher makes an update to the ebook (which I would recommend) the color references in this book will not be a perfectly accurate representation due to

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Meant to be a reference for graphic designers, this book has everything but the kitchen sink in it. As I flipped through, I was constantly amazed at how much useful information I was finding. For me, the best parts are about everything to do with printing: paper sizes & kinds, folding templates for folders, envelopes, & packages, binding methods, printing techniques, etc. There's a large CMYK process "color finder" section at the back as well as a glossary of terms.No, of course it's not exhaustive, but they did a great job of fitting as much information as possible within a book of practical size.I definitely would recommend this to anyone looking for a reference book of this sort.

Great resource for graphic designers. It's not exactly design techniques, but it is knowledge that graphic designers should know about various things like paper, envelope dimensions, mailing, folds, etc. Very important and great reference book. I highly recommend it and it's very organized and easy to read.

Don't buy the Kindle version. It is not in color, rendering the color reference charts useless. Not a good reference source in digital format. I'm sure it's great in print.Tried to get a refund - still waiting...

I've always enjoyed browsing through reference books and now I have one specific to design! This book is packed with technical information, and in the rare case that it might not be totally exhaustive, it at least gives me a vocabulary to look for further information in other places. I wish I would have had this book as a student, but even now it's not too late, I love it.

This book help with my school assignments in graphic design. Not only is it a big help, but good information on packaging and the different shapes and texture of material is discussed.

Ever wonder what all those paper sizes mean when you print to a plotter? This book was too handy not to share, so I bought two of them so that the office would have a copy available.

Got this book for a class I am taking and it is a great resource for designers. Small chapters with tons of details that are very handy when a job is in process.

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