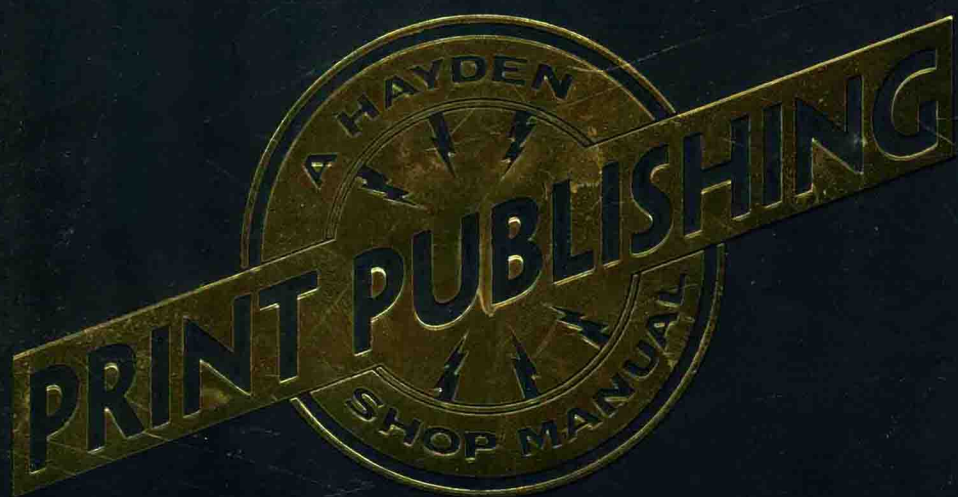




AN ON-THE-JOB REFERENCE
FOR GRAPHIC DESIGNERS AND PREPRESS OPERATORS

DONNIE O'GUINN

PRINT PUBLISHING

A HAYDEN SHOP MANUAL

Donnie O'Quinn



Hayden
Books

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Print Publishing: A Hayden Shop Manual

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PREFACE

Digital graphics industries, such as print and the Web, have matured to the point where no one works in a vacuum. To accomplish the tasks of any given project, the average worker faces two daunting scenarios:

- **Using multiple software packages.** No one uses a solitary application to get the job done. To achieve any production-oriented goal, the features of many programs and utilities must be successfully combined. As deadlines loom, it's often up to the user to determine the appropriate use of each one.
- **Crossover between trades.** Responsibilities are rarely limited to the title on a business card. A designer must have a functional knowledge of the prepress sciences; a prepress specialist must understand PDF issues; a Web site engineer must grasp not only databases, but the proper distribution of information; an Art Director must understand project management issues specific to print, Web, and multimedia.

But the mainstream computer-book idiom has changed little since the first were published. Most titles focus on a particular application (or programming language, or concept). Whether a book consists of an easily digestible survey or a compilation of hard-core techniques, the only light cast upon the greater context of a production environment is through the limited lens of the subject matter. Although Amazon.com currently lists over 200 items that contain "Photoshop" in the title, I've never encountered a professional who uses the program exclusively. In fact, the typical worker utilizes only 10–15% of any major application's features, as determined by the specific requirements of their work.

A mechanic doesn't learn about automotive repair by reading a book about 5lb slide hammers. A plumber doesn't make a living by reading 800 pages on

ratchet-handled pipe-reamers. These professionals have always turned to a time-honored resource: the shop manual. Instead of focusing on a single tool, a shop manual illustrates an entire *trade*, describing all the tools, issues, and goals required to succeed in a given field. The image of a shop manual is somewhat romantic, but accurate. It's easy to picture a tattered, leather-bound book, covered with greasy fingerprints and filled with dog-eared pages, kept within easy reach on a workbench or in a toolbox.

Every *Hayden Shop Manual* treats its target industry—and the people employed within it—with the depth and authority they deserve. A *Shop Manual* evokes the image of a resource to turn to again and again—one that presents the shortest, most efficient distance between concept and execution. You are shown how different resources work together to successfully complete the goals of your industry, and every bit of advice is offered in a profit-oriented context. A *Shop Manual* contains the nuts and bolts of a *trade*, and let's face it: We use this technology not out of love, but to pay the bills.

Overview

This is the book I wished for when I landed my first job in the printing industry. This is the book I've searched for ever since.

Modern technology has made design, prepress, and production techniques available to a huge number of people. It has shortened our turnaround times, increased our design capabilities, and enabled us to produce more work than we ever dreamed possible. What it *hasn't* done is make our jobs any easier. The tools and techniques involved in a typical production environment are innumerable. Every stage of the process is rife with potential mistakes and miscalculations. There are literally thousands of issues that impact your ability to get your work done. Success depends on how well you understand the industry facets that tie into your own responsibilities.

Dozens of books attempt to explain one particular aspect of publishing or another. One might focus on Photoshop techniques; another on QuarkXPress; another on color correcting. Unfortunately, it's always been left up to you to weed through all the text, find the topics that pertain to your work, and then apply the info somehow. But who has time to read 10 or 20 books? Who can afford the luxury of extensive research, when one deadline after another demands your immediate attention? How can you possibly make sense of the most complex industry in the realm of computer graphics?