



Materials, Process, Print: Creative Ideas For Graphic Design

By Daniel Mason

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There is an enormous wealth of materials and of print and manufacturing processes currently available to designers. These opportunities are rarely fully explored, whether from lack of knowledge, or from a belief that they will be too costly, too complicated, or too time-consuming. *Materials, Process, Print* explores these diverse possibilities, providing insights into how they can be stretched, skewed, and subverted to produce original results.

In-depth analysis of specific materials and of key print and manufacturing processes is combined with a series of case studies showcasing innovative practice from major international studios at the cutting edge of contemporary design. Functioning as a handbook for reference and a highly illustrated source of ideas and creative solutions, this book suggests fresh approaches and new ways of thinking for designers working in graphic design and packaging, and will also be of interest to product designers and anyone who commissions design in these fields.

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Editorial Review

About the Author

Daniel Mason is a specialist in printing and packaging techniques, acting as a consultant for leading graphic designers and design groups in producing innovative projects. Previous books include Experimental Formats and Experimental Formats 2 (with Roger Fawcett-Tang).

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