



In Effect



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In Effect

Edited by Dopress

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Presenting an unparalleled selection of groundbreaking uses of materials, processes and finishes in graphic design and packaging from around the world, 'In Effect' explores fresh approaches and new ways of thinking for designers working in graphic design and packaging. Each project featured is accompanied by information on the client, designer, studio and project name, highlighting the particular process or material used in the design. A must-have for all graphic designers, wanting to stretch their skills to the limit and find fresh inspirations and creative solutions for their artwork. Organised into 5 chapters, the book concentrates on some of the key processes and materials that can be applied to cutting edge graphic design: laser-cutting and die-cutting, debossing, embossing and letterpress, binding & folding, special materials and special ink, screen printing, stamp, foil, laser and UV. With so many diverse examples of highly elaborate projects on display, this is also the ideal book for craft enthusiasts, looking for ideas on how to embellish their artwork or simply make them different and more contemporary. 'In Effect' exhibits a wealth of 'special effect' ideas for creating stunning visual elements for invitations, corporate direct marketing material, business cards, brochures, flyers, packaging and more.

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