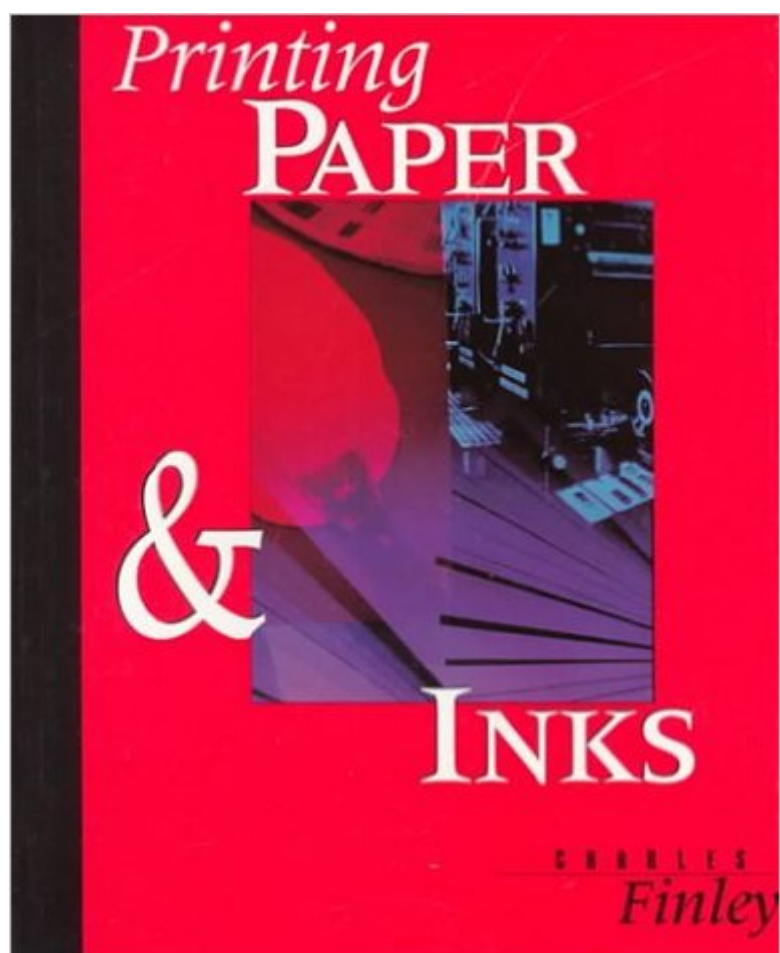


The book was found

Printing Paper And Inks



Synopsis

Everything your students will need to know on the subject of paper and ink can finally be found in one book! Printing Paper and Inks examines paper and ink from the perspectives of their manufacture, physical characteristics, performance, testing and interrelationships. Chapters on purchasing, color theory, the printing process and environmental issues are also included. The text comes complete with chapter study questions, a glossary and test bank.

Book Information

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Average Customer Review: 3.0 out of 5 starsÂ Â See all reviewsÂ (9 customer reviews)

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Customer Reviews

I have been working in the printing industry for many years. I can tell when someone has actually worked in the industry or just teaches the subject. This book has many flaws due to the author only having classroom knowledge on the subject. I brought this book to my employees and we found ourselves laughing out loud. This book spends too much time on small details about paper and printing that are never used. It simply makes the subject harder than it actually is. The book seems like it was just thrown together with poor quality black and white photos used as illustrations. I found words in bold print with little or no definitions next to them and could not be found in the glossary as well. I bet that the only place you would find this book being taught is in the author's classroom.

I examined this book for a report I was doing concerning the preparation of printing or graphic students for the printing industry upon graduation. I currently work for a company which specializes in commercial printing for advertisement purposes. As an executive team recruiter and human

resource liason, I am concerned with the preparation of today's graduates. Upon reading "Paper and Ink" the sole book used to supplement the own author's teaching of his class, I felt the book only began to touch upon the necessary information needed upon this subject. While the book was extremely long winded on subjects that only play a background role ie. history, chemistry, and manufactureing, it barely touched upon subjects that correlate with today's technical, digital way of life. The average student will never remember when paper was first made, and they probably never will need to know, but they will indeed be expected to be aware of current tools used to measure paper width, consistency, and ink density. This book contains a lot of useful information, if you are interested in ink as a hobby, but for the rest of us... I would rather have it short and sweet, a book that focuses on yes, the importance and the elements which paper is made, but also is a valid, usable resource for today's printing student.

I expected this book to be a bit boring because it's a part of my class supplies requirement. However I got this at a very cheap price which I was more than happy about because most college books and supplies were expensive.

I have sat in the author's classroom while he used this book to teach the class and I must say that I agree with the other reviews. I have since then gone onto graduate and I am now working in the printing industry. I have never been asked to use any of the information I learned from this book while on the job. Not only did I feel short changed by buying this book but I also had to pay for many of the author's classes that also gave me useless information that would only come in handy if I owned a time machine and was able to go back to 1970 and work in the industry. What I did with this book is I gave it to a student who had not taken the class yet but I made them promise that they will also give the book to someone else for free when they are done with it. I hope that it will catch on because I do not want the author or bookstores to make money selling a book that will have no use for the buyer.

This book is an incredible thing! I discovered that not only is the book ABOUT paper, but it is MADE OF PAPER (and inks, also)!The content of the book is irrelevant, but I have discovered that certain parties (we refer to them here as Locust) found use for this quality publication in the following manners:1) set upon it a very healthy plant (outdoors) so that it may even more fully feel the sunshine and other things out there.2) pages may be used as 'floating sampan rafts' to carry tiny people (and bits of paper knowledge also) down stream to needy cultures.3) the cover = canoe4)

man, if you wing this publication across a well lit room, the fiery red cover looks much like a blessed cardinal in flight upon the early winds of spring etcany questions, email me and i can help your book also find creative uses and such.dougie c.

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