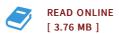# Graphics Essentials for Small Offices

By David Loeff

Createspace, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Those employed by small businesses and nonprofits often wear many hats - and some fit better than others. Graphics may be one of those ill-fitting hats. If it is, this handbook will help you decide which tasks to take on, and which to outsource. You ll learn the advantages and disadvantages of digital and traditional printing. You ll also learn how to plan your marketing budget, cut printing costs, and avoid costly mistakes. Learn to answer these important questions - What is graphic design and what do I need to know about it? How do I establish an identity, or brand, for my small nonprofit or business? What do I need to know about typography? What graphic file formats provide the best web usability and printed results? How can I make a dull image look better? What prepress issues may arise that I need to know about? Can I use inexpensive software and still get good results? What do I need to ask to get good results from my designer or printer? Contains illustrations, bibliography and glossary.

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