



Label Design and Origination: Repro and prepress processes

John Morton, Robert Shimmin

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This book examines the developments that have taken place in the prepress arena and will explore in detail the progress of a typical label job from design rough through to its arrival on the printing press.

What will become clear to the reader is that the design to print process is still very complex and that there are many stages to ensuring that the final printed label meets the expectations of the brand owner.

Excellent communication and co-operation between the designer, printer and brand owner are an important and essential element in delivering a successful result and supply.

The aim of this book is to help provide a comprehensive insight into all these stages, thereby eliminating the opportunities for mistakes that could add unnecessary costs to a design project.

Chapters include:

- Design and origination
- Preparation for printing
- Proofing
- Prepress output
- Supply chain issues

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