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The New PrintScape: A Crash Course in Graphic Communications Student Workbook

Daniel G. Wilson

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Print is everywhere! More than just books and newspapers, the graphic communications industry plays a major role in the creation and manufacture of the products and materials you handle every day -- even those you view in a digital format on your computer, tablet, or smartphone.

Did you know printing is the number one manufacturing industry by number of establishments? It's also the fourth largest manufacturing employer in the United States. As one of the largest and most influential industries in the United States today, one that is always fast changing and technology driven, it remains an exciting area with much job potential.

The New PrintScape takes you on a guided tour of the vital and dynamic landscape of print. Filled with statistics, charts, and graphics, it provides a comprehensive overview of today's printing, or graphic communications, industry -- from its history to its practices, products, people, and future.

Designed for students, new hires, and anyone entering or considering becoming a part of graphic communications, the workbook features self-study quizzes with each section, an area for notes, and a glossary of terms.

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