



# Print Matters: The Cutting Edge of Print

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## **Print Matters: The Cutting Edge of Print** Viction Workshop

Graphics can no longer stay flat in today's print. While traditional manual techniques like screen printing and letterpress captivate designers with its handmade characteristics and colour possibilities, new technology encourages them to be inventive with conventional materials and visual impact. The result is a spectrum of humorous life like depictions or interactive prints that could tickle viewers fancy.

In an attempt to examine the cutting edge of printmaking, PRINT MATTERS brings together an amalgam of print designs that have gone beyond pure digital printing. Through more than 110 samples of recent graphic identities, packaging, communications and book designs, this book offers a professional look into the use of varnish, foil-stamping, die-cut, thermal prints, technical folds, and many more, with design specifications.

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