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Cut & Fold Techniques For Promotional Materials



Synopsis

Cut and Fold Techniques for Promotional Materials is a unique collection of over 40 attention-grabbing cut-and-fold designs that when printed and illustrated form memorable give-aways to promote and advertise services and products. The book provides a one-stop source for novelty promotional materials, many appearing in print for the first time. Following the elegant, easy-to-follow style of Paul Jackson's other titles for Laurence King, Cut and Fold Techniques for Promotional Materials is an essential resource for marketing professionals and design students, and an inspirational guide to anyone looking to enhance the presentation of their product or service.

Book Information

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Customer Reviews

"If you're a marketing professional, a design student, or simply a lover of paper folding, it's safe to say you'll turn to this book again and again." ~ Ann Martin, All Things Paper Blog

Paul Jackson is the author of over 30 books on paper arts and crafts. He has taught the techniques of folding on more than 150 university-level design courses in the UK, Germany, Belgium, the US, Canada, and Israel and been a 'folding consultant' for companies such as Nike and Siemens.

Great basic reference for several different types of boxes.

Great inspiration for the every day artist and graphic designer. I would definitely recommend this for your art book collection! It has exact paper dimensions in it that are needed to make the folds.

excellent ideas

This is such a fun book. Just Love It.

Intriguing book and I look forward to spending more time with it. Delivered as promised. Thank you!

Great!

Great book. Arrived on the expected delivery date.

fast good thanks

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Materials and Techniques) Engineering Materials 3: Materials Failure Analysis: Case Studies and Design Implications (International Series on Materials Science and Technology) (v. 3) THE RUBBER STAMPER magazine January/February 2000 (For Rubber Stamp Enthusiasts - Projects, Techniques, Coloring with Chalk, Stamping on Wood, Gel Pen Resist, Fold Up Cards, Brayer Backgrounds, Cardmaking, From Victorian to Modern Valentine Cards, Volume 4, No. 1)

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