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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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Average Customer Review: 4.6 out of 5 stars 18 customer reviews

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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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Cut & Fold Techniques for Promotional Materials Cards That Wow with Sizzix: Techniques and Ideas for Using Die-Cutting and Embossing Machines - Creative Ways to Cut, Fold, and Embellish Your Handmade Greeting Cards (A Cut Above) Scottish Fold Cats. Scottish Fold Cat Owners Manual. Scottish Fold Cat Care, Personality, Grooming, Health and Feeding All Included. Scottish Folds Cats as Pets: Scottish Fold Facts & Information, where to buy, health, diet, lifespan, types, breeding, care and more! A Complete Scottish Fold Care Guide Paper Galaxy: Out-of-This-World Projects to Cut, Fold & Paste Make: Paper Inventions: Machines that Move, Drawings that Light Up, and Wearables and Structures You Can Cut, Fold, and Roll Kirigami Fold & Cut-a-day 2013 Day-to-Day Calendar Fold It and Cut It: Super-Symmetrical Papercut Projects for Artwork, Keepsakes, Greeting Cards, and More Specialty Cut Flowers: The Production of Annuals, Perennials, Bulbs, and Woody Plants for Fresh and Dried Cut Flowers Cut by Cut: Editing Your Film or Video Measure Twice, Cut Once: Simple Steps to Measure, Scale, Draw and Make the Perfect Cut-Every Time. (Popular Woodworking) The Cut Flower Patch: Grow your own cut flowers all year round Collector's Guide to Cartoon & Promotional Drinking Glasses Tomart's Price Guide to Character & Promotional Glasses: Including Pepsi, Coke, Fast-Food, Peanut Butter and Jelly Glasses; Plus Dairy Glasses & Milk Collector's Guide to Cartoon & Promotional Drinking Glasses : Pepsi - McDonalds - Sports - Disney - Coca-Cola - Much More (over 3000 glasses) Tomart's Price Guide to Character & Promotional Glasses Including Pepsi, Coke, Fast-Food, Peanut Butter and Jelly Glasses; Plus Dairy Glasses & Milk Tomart's Price Guide to Character and Promotional Glasses The Oil Painting Book: Materials and Techniques for Today's Artist (Watson-Guptill

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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