

VENTANA PRESS
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LOOKING LIKE A WINNER! NEW THIRD EDITION FOR VENTANA'S CLASSIC "LOOKING GOOD IN PRINT"

CHAPEL HILL, NC -- The explosion of Windows, the drop in Mac prices, and the inclusion of everything but the kitchen sink in standard commercial word processors puts powerful graphic tools in the hands of virtually anyone with a computer. Using these tools judiciously and effectively, however, requires skill, experience, talent, -- or a copy of Ventana Press's desktop publishing classic, Looking Good in Print.

Since its introduction in 1988, Roger C. Parker's Looking Good in Print, just released in a dazzling Third Edition, has guided computer users through the maze of boxes, grids, screens, fonts, clip art and assorted other graphic diversions. Stressing the concepts and components of good design, the book offers guidelines, advice and a wealth of ideas for creating professional materials that really "pop" without succumbing to the temptations of overkill. Still the most widely used guidebook for desktop publishers and the acknowledged "granddaddy" of the genre, Looking Good's Third Edition includes new information on:

- * adding impact and accent with color in an all-new chapter featuring 24 pages of 4-color illustrations.
- * choosing, placing, cropping and retouching photos to empower the message and enhance the design.
- * working smoothly with service bureaus to take advantage of professional technology and avoid time-wasting glitches.
- * mining vast sources of ready-made art to liven up a layout at minimal expense.

Macintosh or PC; Windows, DOS or UNIX; no matter what software or hardware sits on the desk, Looking Good in Print, Third Edition is a richly illustrated look at how to lift newsletters, flyers, stationery, business cards and ads above the mundane.

Roger C. Parker is the author of Newsletters From the Desktop, Desktop Publishing With WordPerfect and The Makeover Book, all published by Ventana Press. He has conducted numerous seminars and workshops on desktop publishing design and is president of The Write Word, Inc., an advertising and marketing firm based in Dover, NH.