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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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Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (14 customer reviews)

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Customer Reviews

Interesting ideas for hand making promotional items that grab one's attention and are, "just too neat to put down" if you will need hundreds of an item, look elsewhere, but for a couple of dozen at a time, this book is your source. Neat ways to make interesting additions to gift wrapped items too!

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.

My daughter read this book and took a lot of ideas for materials that she was working on during her studies of industrial design.

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

My Visual Language teacher suggest me to try it. And this book do help me a lot in design.

Great book. Arrived on the expected delivery date.

just what I wanted

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