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Blank Slate: A Comprehensive Library Of Photographic Dummies



Synopsis

Blank Slate provides graphic designers and advertisers with photographic dummies for the true-to-life and convincing presentation of their corporate designs. Every graphic designer and advertising professional knows the drill. After a logo or corporate design has been created, it needs to be presented and sold to a client. Showing preliminary drafts on paperboard isn't adequate. In order to communicate the idea behind the design, it is much more effective to present it in the application for which it is meant--whether on a shopping bag, on a company car, in a brochure, or on a variety of other products. This method of presentation makes designs come to life and gives the client a real idea of how they will work and why. Blank Slate is a compilation of 400 photographic dummies of everyday objects that are depicted in the book and can also be downloaded for free as digital files. With the help of these dummies, any designer can present his or her work in the way that gives clients the most concrete grasp of how their corporate designs will function in the real world. Until now, hardly any suitable dummies existed for creating such presentations. The few that did exist were of moderate quality and high prices. In a similar fashion to our bestseller *Neubau Welt*, the handbook *Blank Slate* provides designers with inspiring examples and practical digital tools that will make the implementation, presentation, and sale of their work much easier.

Book Information

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Customer Reviews

The book (and especially the accompanying disk) only contains images, "not templates" as the publisher calls them. Maybe you would like to read the cover again; "Mount your artwork on the template **using the transformation tools** as provided by Photoshop."If you need quality and time saving "templates" try websites like [graphicriver](#) and buy real "templates". This book/disc only

contains ordinary flattened images.

This would be a much stronger tool if the accompanying files were layered rather than flattened images. Most tools like this come with the layers intact. It makes no sense to me why they would've gone to all the trouble of isolating these objects only to flatten them for the end user. While it's nice to have easy access to these images, they don't save much time after that.

Although this book has a good quantity of mockup templates, it lacks information about the sizes of each element. Therefore you are stuck trying to guesstimate whether you need to adapt your files for your mockup to look real. I would have wished t-shirts, shirts, aprons, as those are very common applications in branding design proposals.

Photos and mockups are okay, however a very lazy attempt by the author. Half the book is dedicated to the exact same photos just on a black background. So if the author is reusing the same photos just changing the background, why didn't they include the layered PSD files where I can freely change the colour of the background. Its a cheap and lazy attempt to fluff up the book and make it seem larger with content. Also these photos are just blank mockups, far from templates which the author decides to call them. No smart objects to place your work on, or even a mask around the photographed mock up to separate it from the background. You could spend the \$40 on graphicriver.net and get real mock up templates with mask and smart objects that form to the shape and lighting of the mockup. Definitely not worth the price tag.

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