

GRAPHICS GONE GREEN

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Ways to Go Green Without Losing Your Shirt

FOR IMMEDIATE RELEASE

**Rods and Cones Announces *Graphics Gone Green: Ways to Go Green Without Losing Your Shirt.*
(An Ebook and Print-on-Demand Book for Creative Professionals).**

Graphics Gone Green is for creative professionals who are interested in building sustainable workflows from concept to output. The ebook shows how to reduce your carbon footprint at work, while running a profitable business.

Santa Cruz, California October 8, 2009. Rods and Cones, Inc. launched an ebook (PDF) and a print-on-demand book that highlights sustainable workflows for all creative professionals, including graphic designers, product designers, web designers, print buyers, and production staff. At a time when the printing industry is in a period of deep transition, and the design industry is fundamentally rethinking standard ways of doing business, consumers and companies are beginning to embrace the idea of becoming more environmentally sustainable. Graphics Gone Green showcases the new technologies, ideas, and people who contribute every day to the new direction of these old professions. Creative professionals in the design, advertising, and printing communities, in particular, face the challenge and opportunity of finding ways to become more efficient and environmentally friendly, and these issues are addressed, step-by-step in the book.

The content follows a designer's "typical day at work," and shows how to work efficiently and profitably, while conserving all resources. The wide ranging topics include matters relating to your studio or work environment, tips on efficient Internet use, streamlining client and workgroup communication, "green" design strategies, sustainable packaging pointers, print-related issues, and finally, locating and working with sustainable print providers. "I'm ready to change how I work and this book is what I've been looking for," says Dana Elliott of Girl Dog Studio.

Graphics Gone Green itself pushes the boundaries of publishing and environmental sustainability. It is one of a very small number of ebooks that was designed from the very beginning to be read digitally, with a unique interface, vibrant design, and multimedia functions not found in most ebooks, and not possible with traditional printed books. It was created and is distributed with a minimal carbon footprint, achieved with an array of practices and technologies that are also featured in the book.

Authors Rita Amladi and Erica Aitken have design backgrounds with extensive experience in creative workflows at Rods and Cones, Inc., a digital workflow company, and positions at Adobe Systems, Inc.

The ebook is available for download at <http://www.graphicsgonegreen.com>. Please contact us to receive a copy to review.

Further Information

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