



# Cut and Fold Techniques for Pop-Up Designs

By Paul Jackson

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## Cut and Fold Techniques for Pop-Up Designs By Paul Jackson

Introducing techniques for making pop-ups from one sheet of card, the third title in this series on paper engineering takes folding techniques into the third dimension.

Each chapter introduces a new technical idea and show how that technique can be adapted in many different ways, or combined with techniques from earlier chapters. These 3-D techniques can be incorporated into any design where typography and/ or illustration are used, including mail-shots, personal publicity, invitations, business cards, and greetings cards. With their emphasis on surface design over complex cutting, the pop-ups have an instant appeal for designers.

Following the elegant, easy-to-follow style of Paul Jackson's other titles for Laurence King, *Cut and Fold Techniques for Pop-Up Designs* is an essential resource for marketing professionals and design students.

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## **Editorial Review**

### **About the Author**

Paul Jackson is the author of over 30 books on paper arts and crafts and three on pop-ups. 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.

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