

# CUT AND FOLD TECHNIQUES FOR POP-UP DESIGNS

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BY THE AUTHOR OF  
THE BESTSELLING  
**FOLDING  
TECHNIQUES  
FOR DESIGNERS**



We all love pop-ups! Their delightful blend of ingenuity and magic appeals to everyone, everywhere.

This unique book shows how to create simple cut-and-fold one-piece pop-ups that can be used as a ground for surface graphics, transforming conventional two-dimensional printing into attention-grabbing three-dimensional objects to be displayed and admired. Never again will your flyers, brochures, greetings cards, information leaflets, party invitations and even your CV look like junk mail, when presented in the third dimension.

Traditionally, one-piece pop-ups are intricately cut and folded to create sculptures of great complexity. However, the intricacy of these constructions breaks the card into many small facets and makes them unsuitable as a ground for readable text or big images. By contrast, this book introduces many unconventional pop-up techniques which still open a sheet of card into three-dimensions, but which enable the card to keep available many large, flat areas suitable for printing. These techniques for simplifying the surface also mean that pop-ups become much easier to design than their intricate sculptural predecessors. Even the simplest pop-up form made by the most inexperienced beginner can look impressive when surface graphics are added.

The book will also be of interest to people whose primary interest is three-dimensional form, rather than the printed surface. The unconventional pop-up techniques presented in the book will appeal to any designer interested in methods to create 3-D structures from 2-D sheet materials, including architects, textile designers, fashion designers and set designers. In this sense, perhaps the term 'pop-up' should be replaced with the term, 'cut-and-fold collapsible structure', which is less snappy, but more descriptive and serious-sounding.

This book is not a collection of formulaic templates to which surface graphics can be added, but a compendium of inspirational techniques that you can adapt and combine to create your own pop-up designs, each best suited to the specific needs of a design brief. This is an inspirational book, not a catalogue.

Everything in the book can be designed using basic graphic software and printed using a standard computer printer. For longer production runs, the surface graphics can be offset printed and the pop-up manufactured by traditional die-cutting processes.

If you are looking for ways to help your printed work stand out, this book is for you.

Be memorable, not ephemeral!

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