

Graphic Artists Guild Handbook Paperback

This book provides the basics of this craft with a detailed analysis of its tools and media. This improved second edition features two new chapters that teach artists step-by-step how to make an engraving and linocut.

This book shows those embarking on an illustration or graphic design career how best to put together an effective, professional portfolio. It discusses what to include and how to organize and display the work, and also advises on presentation techniques and self-promotion. Both print and digital portfolios are covered. Deciding who to approach for work is of key importance whether you are looking for a full-time position or freelance work, and the book maps out the creative marketplace, examining the main areas of work and describing the types of position available in each, and how the commissioning process works. Tips are included from commissioners and practitioners working in magazine and book publishing, design, advertising, TV/film and beyond, as well as agents and educators. The book also features a listings section detailing online resources and publications to aid research, suppliers, specialist libraries, industry-related trade fairs and professional organizations. First edition ISBN: 9781856696722

Maud Lavin approaches design from the broader field of visual culture criticism, asking challenging questions about about who really has a voice in the culture and what unseen influences affect the look of things designers produce. Our culture is dominated by the visual. Yet most writing on design reflects a narrow preoccupation with products, biographies, and design influences. Maud Lavin approaches design from the broader field of visual culture criticism, asking challenging questions about about who really has a voice in the culture and what unseen influences affect the look of things designers produce. Lavin shows how design fits into larger questions of power, democracy, and communication. Many corporate clients instruct designers to convey order and clarity in order to give their companies the look of a clean new world. But since designers cannot clean up messy reality, Lavin shows, they often end up simply veiling it. Lacking the power to influence the content of their commercial work, many designers work simultaneously on other, more fulfilling projects. Lavin is especially interested in the graphic designer's role in shaping cultural norms. She examines the anti-Nazi propaganda of John Heartfield, the modernist utopian design of Kurt Schwitters and the neue ring werbegestalter, the alternative images of women by studio ringl + pit, the activist work of such contemporary designers as Marlene McCarty and Sheila Levrant de Bretteville, and the Internet innovations of David Steuer and others. Throughout the book, Lavin asks how designers can expand the pleasure, democracy, and vitality of communication.

Graphic Artists Guild Handbook, 16th Edition Pricing & Ethical Guidelines MIT Press

Graphic Design School

Graphic Design

Draplin Design Co.

Pricing & Ethical Guidelines

Graphic Artists Guild Handbook

Volume One: A Passage to Shambhala

Clean New World

'Hand Job' collects groundbreaking work from an international array of some of today's most talented typographers who draw by hand, with graphic designer and hand typographer Michael Perry selecting work representing the full spectrum of design methods and styles.

This newest title in the design briefs series is a compact, hands-on guide for graphic design professionals who want to start helping communities and effectuating social change in the world. Author Andrew Shea presents ten strategies for successful community engagement, grounding each one in two real world case studies. The twenty projects featured in the book are by both design professionals and students and range from creating a map of services for the homeless community in Santa Monica, helping Chicago's Humboldt Park community by designing a website where donors can buy essential items for community members, to encouraging LA's Latina community to go for an annual PAP exam in an attempt to prevent cervical cancer through carefully designed posters, murals, and other material. Designing for Social Change is both an inspiration and a how-to book that encourages graphic designers everywhere to go out and do good with their work, providing them with the tools to complete successful projects in their communities.

Follows the adventures of Paul Atreides, the son of a betrayed duke given up for dead on a treacherous desert planet and adopted by its fierce, nomadic people, who help him unravel his most unexpected destiny.

This second volume displays the work of 37 of the best designers and design firms from across the United States. Organized by DK Holland of the Pushpin with Chip Kidd and Jessica Helfand, the selection presents such firms as Looking, Los Angeles; Post Tool, San Francisco, Modern Dog, Seattle; Carlos Segura, Chicago; Go Media, Austin Texas; Greteman Design, Wichita, Kansas; P. Scott Makela, Minneapolis; Werner Design Works, Minneapolis; and Design!, Atlanta.

Graphic Design and Postmodernism

Starting Your Career as a Freelance Illustrator or Graphic Designer

The Essential Guide to Working Your Creative Magic

Artist's Market 2018

Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines

The Woodcut Artist's Handbook

Price Creative Work with Confidence. Win More Bids. Make More Money.

What graphic design is, what designers need to know, and who becomes a designer have all evolved as the computer went from being

becoming our primary medium for communication. How jobs are advertised and how prospective candidates communicate with prospective employers have changed as well, as has the culture and context for many workplaces, requiring new approaches for how to find your first (and last) job. Through clear prose, a broad survey of contexts where designers find themselves in the present day, and interviews with designers, *The Creative Careers in Graphic and Communication Design* is an invaluable resource for finding your place in this quickly changing and growing field. It includes interviews with over 40 designers at all levels working in-house and out-of-house in studios, consultancies, or alone, including: Blechman, *The New Yorker*; Rob Giampietro, Google; Njoki Gitahi, IDEO; Hilary Greenbaum, Whitney Museum; Holly Gressley, Vox Media; Cecilia Güngör, Facebook; Natasha Jen, Pentagram; Renda Morton, *The New York Times*; and Alisa Wolfson, Leo Burnett Worldwide.

Illustration is a diverse and constantly evolving area of art and design and an appealing creative career. But to stand out from the crowd, illustrators need to combine creative talent with strong marketing and promotional skills. *Becoming a Successful Illustrator* provides practical, inspirational guidance on finding and contacting clients, putting together promotional materials and establishing yourself as a professional. With case studies, and firsthand tips and hints from practising illustrators at varying stages in their careers, and packed with hundreds of examples of professional work, this is a must-have guide to the working world of illustration. This title is part of the Creative Careers series from Fairchild Books, designed to help bridge the gap between academia and a first job in the creative industries. Brimming with helpful tips for navigating the world of work, they offer an essential guide for any emerging creative practitioner. The cover artwork for *Becoming a Successful Illustrator* has been shortlisted for an illustration award in the 2013 books category by the prestigious Association of Illustrators.

From the Graphic Artists Guild comes the complete pricing and ethical reference for designers—helping members and non-members alike navigate the world of charging and collecting payment for their designs as well as building their freelance business. *Graphic Artists Guild Handbook: Ethical Guidelines*, 15th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art industry continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economic climate, the need for up-to-date information on business, ethical, and legal issues is greater than ever. The fully updated 15th Edition includes: —The latest ethical guidelines for buyers and sellers —Current salary information with job descriptions —Formulas for determining hourly and per diem freelance rates —Hourly freelance rates by discipline —Copyright registration information —Model contracts and forms that can be adapted for specific needs —A revised and updated chapter on Surface Pattern Design —An expanded chapter of additional professional, business, and legal resources and contact information This one-stop resource provides all the professional and legal guidance every graphic designer needs to build their business and enhance their careers.

"Sorority sister Allison Ruth must travel to Throne, the ancient city at the center of the multiverse, in an epic bid to save her boyfriend from the clutches of the seven evil kings that rule creation" --

Artist's and Graphic Designer's Market 2017

The Guild Handbook of Scientific Illustration

Techniques and Tools for Relief Printmaking

The Graphic Design Business Book

Strategies for Community-Based Graphic Design

Graphic Artists Guild Handbook, 16th Edition

Creating a Successful Graphic Design Portfolio

This helpful guide provides startup and experienced design business owners with dozens of useful, creative methods for achieving profitability. Updated throughout with additional material on time management, expanded coverage of Web and multimedia pricing, and numerous new interviews with leading designers, this third edition is an invaluable industry guide focusing on these crucial aspects of running a graphic design business. Coverage includes how to set rates, deal with competitors' pricing, use different pricing methods, prepare estimates, draft proposals, establish and manage budgets, negotiate, and position the brand of the firm. Graphic designers will find the clearly written, practical advice indispensable to professional success.

An artist's unique voice is their calling card. It's what makes each of their works vital and particular. But developing such singular artistry requires effort and persistence. Bestselling author, artist, and illustrator Lisa Congdon brings her expertise to this guide to the process of artistic self-discovery. Featuring advice from Congdon herself and interviews with a roster of established artists, illustrators, and creatives, this one-of-a-kind book will show readers how to identify and nurture their own visual identity, navigate the influence of artists they admire, push through fear and insecurity, and appreciate the value of their personal journey.

*Technology has sent shockwaves of change through the world of commercial art. Digital illustration and design, online portfolio sites, and the proliferation of stock art have radically changed the way that illustrators and graphic designers work. What has not changed, however, is the wealth of illustrators and graphic designers hoping to turn their talent into freelance success. More than ever, artists face questions such as how to get started, how to sell their work, how to promote themselves, and what to do once they are working. For those embarking on freelance careers in illustration or graphic design, the answers have arrived. A twenty-five year veteran in the field, Michael Fleishman, has detailed every business aspect of commercial art in *Starting Your Career as a Freelance Illustrator or Graphic Designer*.*

*Art Chantry's contrarian ways have placed him in the pantheon of great modern designers. *Some People Can't Surf: The Graphic Design of Art Chantry* is the first survey of this visual iconoclast, who also designed the book and packed it with hundreds of his vibrant images. Gritty, funny, and refreshingly low-tech, his award-winning work has promoted countless bands, social causes, and non-profits. Tracing Chantry's career from his covers and layouts for the seminal music magazine *The Rocket*, to album covers for such cult bands as Mudhoney, the Reverend Horton Heat, and the Fastbacks, *Some People Can't Surf* is a comprehensive look at his creative evolution. Complete with commentary on the unusual origins and unorthodox processes behind his work, as well as providing context for his oft-copied look, *Some People Can't Surf* is a much-anticipated exploration of this idiosyncratic design master.*

Find Your Artistic Voice

The Explorers Guild

The Principles and Practice of Graphic Design

Creating a Brand Identity: A Guide for Designers

The AIGA Guide to Careers in Graphic and Communication Design

Looking Closer 2

Occupational Outlook Handbook

For the latest on graphics-business pricing and ethical standards, this book is the one designers should (and do!) consult--the one that helps them negotiate fees and understand trade practices. Includes copyright and tax information and sample contracts.

Looking Closer 2 offers more of the best recent writing on graphic design, covering new and important issues in design language, education, intellectual property, new media, the state of the business, and the place of design in society. The collection presents a stimulating look at how design issues are affected by and affecting changes in contemporary culture.

Published to instant acclaim in 2005, our best selling *How to Be a Graphic Designer without Losing Your Soul* has become a trusted resource for graphic designers around the world, combining practical advice with philosophical guidance to help young professionals embark on their careers. This new, expanded edition brings this essential text up to date with new chapters on professional skills, the creative process, and global trends that include social responsibility, ethics, and the rise of digital culture. *How to Be a Graphic Designer* offers clear, concise guidance along with focused, no-nonsense strategies for setting up, running, and promoting a studio; finding work; and collaborating with clients. The book also includes inspiring new interviews with leading designers, including Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiasen

Extra Bold is the inclusive, practical, and informative (design) career guide for everyone! Part textbook and part comic book, zine, manifesto, survival guide, and self-help manual, *Extra Bold* is filled with stories and ideas that don't show up in other career books or design overviews. • Both pragmatic and inquisitive, the book explores power structures in the workplace and how to navigate them. • Interviews showcase people at different stages of their careers. • Biographical sketches explore individuals marginalized by sexism, racism, and ableism. • Practical guides cover everything from starting out, to wage gaps, coming out at work, cover letters, mentoring, and more. A new take on the design canon. • Opens with critical essays that rethink design principles and practices through theories of feminism, anti-racism, inclusion, and nonbinary thinking. • Features interviews, essays, typefaces, and projects from dozens of contributors with a variety of racial and ethnic backgrounds, abilities, gender identities, and positions of economic and social privilege. • Adds new voices to the dominant design canon. Written collaboratively by a diverse team of authors, with original, handcrafted illustrations by Jennifer Tobias that bring warmth, happiness, humor, and narrative depth to the book. *Extra Bold* is written by Ellen Lupton (*Thinking with Type*), Farah Kafei, Jennifer Tobias, Josh A. Halstead, Kaleena Sales, Leslie Xia, and Valentina Vergara.

A Concise History

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition

Revised Edition

No More Rules

Hand Job

A Feminist, Inclusive, Anti-racist, Nonbinary Field Guide for Graphic Designers

Kill 6 Billion Demons

A successful art career at your fingertips! Do you want to establish or expand a career for yourself in fine art, illustration, or design? *Artist's Market 2018* is the must-have reference guide you need. Thousands of successful artists have relied on us to help develop their careers and navigate the changing business landscape. *Artist's Market 2018* includes the most up-to-date, individually verified market contacts possible. Grow your art business with these resources: • Up-to-date contact information for more than 1,800 art market resources, including galleries, magazines, book publishers, greeting card companies, ad agencies, syndicates, art fairs, and more • Articles on the business of freelancing--from basic copyright information to tips on promoting your work • Information on grants, residencies, organizations, publications, and websites that offer support and direction for visual artists of all types • NEW! Articles on social media marketing, monitoring your copyright, how to get your work into a gallery, what art students need to know to prepare for a successful career, and a look at whether art loan programs might be right for you. In addition, read great interviews with successful artists Aaron Becker, Brianna Scharstein, and Katherine Chang Liu.

"Provides definitive guidelines on all aspects of the graphic design business."—FYI. * Newly revised and expanded version of an industry classic--5,000 sold! * Up-to-the-minute! Includes web, interactive, and green design, new legislation * Each chapter written by an authority on the subject. Here's the definitive guide to professional business practices in graphic design, now fully revised and updated for the digital age. Up-to-the-minute coverage of web, interactive, and motion graphics; green design; potential repercussions of legislation on Orphan Works; protection of fonts and software; managing creative people; using professional help such as lawyers; and much more. Each in-depth chapter, covering such topics as professional relationships, fees,

contracts, managing large projects, copyright and trademark issues, electronic uses, and more, has been written by an authority in the field. The newly revised AIGA Standard Form for Design Services is included for the convenience of readers, along with a complete resources section. No designer should do business without this comprehensive, authoritative book. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

The definitive, must-have guide to pursuing an art career—the fully revised and updated edition of *Art/Work*, now in its fourteenth printing, shares the tools artists of all levels need to make it in this highly competitive field. Originally published in 2009, *Art/Work* was the first practical guide to address how artists can navigate the crucial business and legal aspects of a fine art career. But the rules have changed since then, due to the proliferation of social media, increasing sophistication of online platforms, and ever more affordable digital technology. Artists have never had to work so hard to distinguish themselves—including by making savvy decisions and forging their own paths. Now Heather Bhandari, with over fifteen years of experience as a director of the popular Chelsea gallery Mixed Greens, and Jonathan Melber, a former arts/entertainment lawyer and director of an art e-commerce startup, advise a new generation of artists on how to make it in the art world. In this revised and updated edition, Bhandari and Melber show artists how to tackle a host of new challenges. How do you diversify income streams to sustain a healthy art practice? How can you find an alternative to the gallery system? How do you review a license agreement? What are digital marketing best practices? Also included are new quotes from over thirty arts professionals, updated commission legal templates, organizational tips, tax information, and advice for artists who don't make objects. An important resource for gallerists, dealers, art consultants, artist-oriented organizations, and artists alike, *Art/Work* is the resource that all creative entrepreneurs in the art world turn to for advice.

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 14th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the need for up-to-date information on business, ethical, and legal issues is greater than ever. Find it all here in the 14th Edition.

Readings from the Field

Becoming a Successful Illustrator

Dune (Movie Tie-In)

Some People Can't Surf

America Two

Critical Writings on Graphic Design

The Graphic Design of Art Chantry

*From its roots in the development of printing, graphic design has evolved as a means of identification, information, and promotion to become a profession and discipline in its own right. This authoritative documentary history begins with the poster and goes on to chart the development of word and image in brochures and magazines, advertising, corporate identity, television, and electronic media, and the impact of technical innovations such as photography and the computer. For the revised edition, a new final chapter covers all the recent international developments in graphic design, including the role of the computer and the Internet in design innovation and globalization. In the last years of the twentieth century, at a time when "designer products" and the use of logos grew in importance, the role of graphic designers became more complex, subversive, and sometimes more political—witness Oliviero Toscani's notorious advertisements for Benetton. Digital technology cleared the way for an astonishing proliferation of new typefaces, and words began to take second place to typography in a whole range of magazines and books as designers asserted the primacy of their medium. Designers and companies discussed here include Neville Brody, David Carson, Design Writing Research, Edward Fella, Tibor Kalman, Jeffery Keedy, LettError, Pierre di Sciullo, Tomato, Gerard Unger, Cornel Windlin, and a host of others. Over 800 illustrations, 30 in color. *Graphic Design School* allows students to develop core competencies while understanding how these fundamentals translate into new and evolving media. With examples from magazines, websites, books, and mobile devices, the Fifth Edition provides an overview of the visual communications profession, with a new focus on the intersection of design specialties. A brand-new section on web and interactivity covers topics such as web tools, coding requirements, information architecture, web design and layout, mobile device composition, app design, CMS, designing for social media, and SEO.*

Graphic Design Theory is organized in three sections: "Creating the Field" traces the evolution of graphic design over the course of the early 1900s, including influential avant-garde ideas of futurism, constructivism, and the Bauhaus; "Building on Success" covers the mid- to late twentieth century and considers the International Style, modernism, and postmodernism; and

"Mapping the Future" opens at the end of the last century and includes current discussions on legibility, social responsibility, and new media. Striking color images illustrate each of the movements discussed and demonstrate the ongoing relationship between theory and practice. A brief commentary prefaces each text, providing a cultural and historical framework through which the work can be evaluated. Authors include such influential designers as Herbert Bayer, L'szlo Moholy-Nagy, Karl Gerstner, Katherine McCoy, Michael Rock, Lev Manovich, Ellen Lupton, and Lorraine Wild. Additional features include a timeline, glossary, and bibliography for further reading. A must-have survey for graduate and undergraduate courses in design history, theory, and contemporary issues, *Graphic Design Theory* invites designers and interested readers of all levels to plunge into the world of design discourse.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries - digital media, fashion, advertising, product design, packaging, retail and more.

ART/WORK

The Graphic Designer's Guide to Pricing, Estimating, and Budgeting

Designing For Social Change

Graphic Design Solutions

The Illustrated Dust Jacket, 1920-1970

Pretty Much Everything

Everything You Need to Know (and Do) As You Pursue Your Art Career

Being able to present yourself and your work in the best way possible is a necessary skill that all new designers must master before embarking on a career--be it freelance or working within a design firm. The author provides practical advice combined with insights and personal stories from leading design professionals. The book focuses on the practical aspects of creating a great portfolio such as what potential employers or clients look for in a portfolio, how to present yourself, dealing with criticism, replying to tough interview questions and more. A unique chapter called 'Portfolio Workshop (or Portfolio Clinic)' includes sample spreads from portfolios (good and bad) with critiques and helpful commentary from leading designers. The author also includes templates for cover letters, CVs, etc. Finally, a 'Toolbox' section will include sample prompts for frequently asked interview questions and a short section on running your own freelancing practice. All in all, everything to encourage and advise the new designer.

GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landa introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such topics as design principles, the design process, concept generation, branding and visual identity, design for web and mobile, package design, portfolio development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included.

Return to the golden age of adventure with this gorgeously wrought, action-packed, globetrotting tale that combines the bravura storytelling of Kipling with the irresistible, illustrative style of Hergé's Adventures of Tintin. Behind the staid public rooms of an old world gentlemen's club operates a more mysterious organization: The Explorers Guild, a clandestine group of adventurers who bravely journey to those places in which light gives way to shadow and reason is usurped by myth. The secrets they seek are hidden in mountain ranges and lost in deserts, buried in the ocean floor and lodged deep in polar ice. The aim of The Explorers Guild: to discover the mysteries that lie beyond the boundaries of the known world. This

beautifully produced combination graphic novel and adventure tale, set against the backdrop of World War I, concerns the Guild's quest to find the golden city of Buddhist myth. The search will take them from the Polar North to the Mongolian deserts, through the underground canals of Asia to deep inside the Himalayas, before the fabled city finally divulges its secrets and the globe-spanning journey plays out to its startling conclusion. "With its colorful cast, exotic locales, and intertwined fates, the book slowly addicts. A rousing throwback whose spinning plates never stop, even at the end," (Kirkus Reviews), The Explorers Guild is perfect for fans of the adventures of J.J. Abrams and C.S. Lewis.

AIGA Professional Practices in Graphic Design

Extra Bold

How and Where to Sell Your Art

A Catalog of Type

Mookie & Rona

How to Be a Graphic Designer without Losing Your Soul

Graphic Design Theory

Mookie & Rona is a very human story in dog form. Mookie is a real five-year-old Cavachon. His life has changed a lot since Rona (the Coronavirus - COVID19) arrived. Through Mookie's experience, his beloved humans, Matthew and Katelyn, are able to see beyond the disappointments, anxiety, and sadness that Rona has caused.

The Guild Handbook of Scientific Illustration, Second Edition Sponsored by the Guild of Natural Science Illustrators and written by top illustrators, scientists, and industry experts, The Guild Handbook of Scientific Illustration, Second Edition is an indispensable reference guide for anyone who produces, assigns, or simply appreciates scientific illustration. Offering broad coverage and more than 620 outstanding illustrations, this new edition offers up-to-date coverage on all aspects of this specialized field, from illustrating molecules and 3D modeling to important material and advice on copyright and contractual concerns, as well as establishing a freelance business. With step-by-step instructions, in-depth coverage of illustrative techniques and related tools, and helpful advice on the day-to-day business of scientific illustrating, it is easy to see why scientific illustrators refer to this book as their "bible."

A deep dive into the history of the illustrated book jacket, tracing its development across the twentieth century, reflecting some of the most iconic designs of the era

With the international take-up of new technology in the 1990s, designers and typographers reassessed their roles and jettisoned existing rules in an explosion of creativity in graphic design. This book tells that story in detail, defining and illustrating key developments and themes from 1980-2000.

How to Create a Portfolio & Get Hired Second Edition

The Psychology of Graphic Design Pricing

A Guide for Graphic Designers, Illustrators

Culture, Politics, and Graphic Design

"Do you want to establish or expand a career for yourself in fine art, illustration, or design? The 2017 Artist's Graphic Designer's Market is the must-have reference guide you need. Thousands of successful artists have relied on us to help develop their careers and navigate the changing business landscape. The 2017 Artist's & Graphic Designer's Market introduces a whole host of new features and guarantees the most up-to-date, individually verified market contacts possible." --

Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of these brands are vastly different, they share at least one thing in common: a teeny, little bit of Aaron James Draplin. Draplin is one of the new school of influential graphic designers who combine the power of design, social media, entrepreneurship, and DIY aesthetic to create a successful business and way of life. Pretty Much Everything is a mid-career survey of work, case studies, inspiration, road stories, lists, maps, how-tos, and advice. It includes examples of his work—posters, record covers, logos—and presents the process behind his design with projects like Field Notes and the "Things We Love" State Posters. Draplin also offers valuable advice and hilarious commentary that illustrates how much more goes into design than just what appears on the page. With Draplin's humor and pointed observations on the contemporary design scene, Draplin Design Co. is the complete package for the new generation of designers.

Learn how to price creative work with confidence. Win more bids. Make more money. When it comes to pricing their work, far too many freelance designers and agencies merely guess what to charge their clients. As a result, profitable projects have as much to do with luck as they do anything else. In The Psychology of Graphic Design Pricing, you'll learn how to take luck out of the equation by calculating the cost to produce your work, understanding its market value, and extracting your client's budget. These three variables are used in a pricing spectrum, empowering you to price your work with confidence and profitability in every project opportunity. This book will teach you how to calculate your production costs, understand market value, extract your client's budget, bid with the right project price, and increase your profitability.

General small-business advice just doesn't work for a graphic design business. What graphic designers need is The Graphic Design Business Book, packed with directly relevant strategies for creating a business plan, managing a studio, presenting portfolios, marketing on the Web, keeping clients happy, and more,

including sample contract forms and listings of professional organizations—all contributed by experts in their fields. Every graphic designer needs a copy of The Graphic Design Business Book. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.