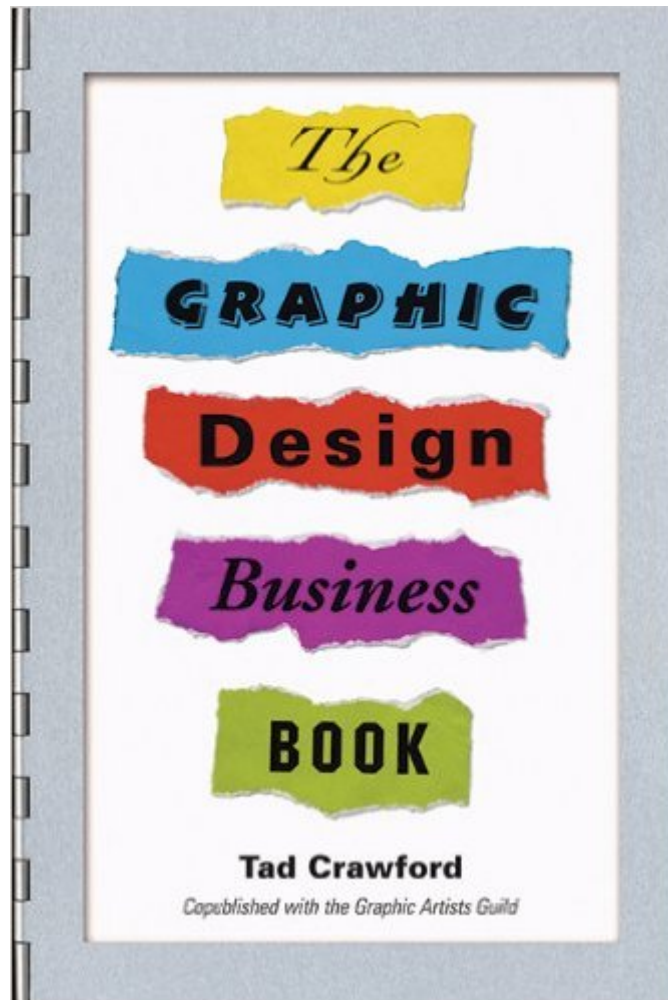


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The Graphic Design Business Book



Synopsis

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.

Book Information

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Customer Reviews

I expected this to be much more informative and specific. I did not read through much of the book, as it all applies to design firms. I am a freelancer who's never been good at the business aspect; plus I was out of the game for a few years and wanted to catch up pricing wise and via other aspects. This provided no information relevant to me, and more frustrating, it referred to the Guild

Handbook several times for specifics. Well, the Guild book is totally out of date -- that's why I was looking for something more current. The fact that it is 'copublished with the Graphic Artists Guild' made me hopeful that it was the finally a current variation to the Guild book. What I read otherwise seemed like information that was very very basic, what most designers who have some experience are already aware of.

Design pros face many special obstacles in setting up a business, from locating and managing the right studio to developing an effective, specialized portfolio, using a web site's special marketing powers, and bringing in clients. Learn how to set up and run a successful design business using leading experts in the field with The Graphic Design Business Book, which teaches graphic artists all the basics for promoting their talents. Chapters are business-oriented in general scope but also provide many specifics unique to the graphic design venture.

I am quite surprised just how useful this book is. Everything is here from a single freelancer working out of his bedroom (and basic rules about taxing the bedroom) to a full corporation with partners who rent commercial space. Specific topics covered here are simply not found in general business books. "How does one put a price on creative effort?" This books describes the methods! My favorite part is the negotiation chapter, which empowers artists with techniques to stand firm (yet polite) against those unscrupulous businessmen seeking to exploit the artist. The chapter finishes with sample contracts--an unexpected bonus. This book does not get 5 stars because it is a business supplement, not an exhaustive resource.

The seller did a great job of sending the book in great condition really fast. Would recommend.

Very Rich information , contains all needed information to begin a graphic design firm

Recommended for everyone :)

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