

Get Free Graphic Artists Guild  
Handbook Pricing Ethical  
Guidelines

***Graphic Artists Guild  
Handbook Pricing  
Ethical Guidelines***

How to write and illustrate  
children's books.

# Get Free Graphic Artists Guild Handbook Pricing Ethical Guidelines

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

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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

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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

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negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included. Looking Closer 2 offers more of the best recent writing on graphic

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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

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issues are affected by and affecting changes in contemporary culture. 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

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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



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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

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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.

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Creating a Brand Identity: A Guide  
for Designers

A Catalog of Type

Writing with Pictures

The Essential Guide to Working

Your Creative Magic

Answers to the Most Frequently

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Asked Questions About Starting and Running a Successful Design Business

Creative Strategy and the Business of Design

Offers guidance for artists in financial planning, copyright protection, the

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preparation of a portfolio, and sale of works to art dealers, museums, and other markets

'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

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typographer Michael Perry selecting work representing the full spectrum of design methods and styles.

Updated, expanded and redesigned with contemporary illustrations, this comprehensive guide covers all aspects of the law likely to affect illustrators. It contains recommended

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terms and conditions, advice on calculating fees, how to write a licence agreement and how to be protected against exploitative practices.

A complete guide to freelance graphic design—created specifically for design students Why wait until you graduate? Freelancing is a great way to jumpstart

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your career in graphic design. It lets you apply what you've been learning in school, close the gaps in your education with real-world experience, enhance your portfolio—and make a little money at the same time. A Graphic Design Student's Guide to Freelance: Practice Makes Perfect



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covers everything you need to know to begin successfully freelancing as a designer, including how to set up your business, deal with legal and financial issues, find clients, and work with them effectively. This full-color guide is divided into sections that correspond to your particular skill level as a

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student—beginner, intermediate, or advanced. These sections give you specific tasks and goals to help your freelance design work go smoothly as you progress from your very first professional job to gain experience with a range of projects and clients and prepare to move into a full-time

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graphic design career once you complete your studies. Complete with sample forms available online (invoices, a proof approval form, job jacket, and more) and 175 color images, including samples of paid work created by students, A Graphic Design Student's Guide to Freelance:

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Practice Makes Perfect will help you navigate the world of freelance design with confidence. Inside this book, you will learn to: Write a business plan Purchase key equipment Set rates and draw up contracts Find and manage clients Create and show concepts Market your company Expand your

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business Develop your portfolio And more

Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines

Draplin Design Co.

Becoming a Graphic and Digital Designer

Work for Money, Design for Love

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Inside the Business of Illustration  
Pricing & Ethical Guidelines

***Unlike other dry business books, this refreshing, straightforward guide from Logo Design Love author and international designer***

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***David Airey answers the questions all designers have when first starting out on their own. In fact, the book was inspired by the many questions David receives every day from the more***

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***than 600,000 designers who visit his three blogs (Logo Design Love, Identity Designed, and DavidAirey.com) each month. How do I find new clients? How much should I***



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***charge for my design work?  
When should I say no to a  
client? How do I handle  
difficult clients? What  
should I be sure to include  
in my contracts? David's  
readers-a passionate and***

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***vocal group-regularly ask  
him these questions and  
many more on how to  
launch and run their own  
design careers. With this  
book, David finally answers  
their pressing questions***

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*with anecdotes, case studies, and sound advice garnered from his own experience as well as those of such well-known designers as Ivan Chermayeff, Jerry Kuyper,*

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***Maggie Macnab, Eric  
Karjaluoto, and Von  
Glitschka. Designers just  
starting out on their own  
will find this book  
invaluable in succeeding in  
today's hyper-networked,***

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***global economy.***

***Play with sand on a beach  
or in a sand box. Children  
use their imagination to  
bring sand play and activity  
to life***

***As the hipster classic Craft,***

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***Inc. did for crafters, this book will teach all types of creatives illustrators, photographers, graphic designers, animators, and more how to build a successful business doing***

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***what they love. Freelancing  
pros Meg Mateo Ilasco and  
Joy Deangdeelert Cho  
explain everything from  
creating a standout  
portfolio to navigating the  
legal issues of starting a***

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***business. Accessible,  
spunky, and packed with  
practical advice, Creative,  
Inc. is an essential for  
anyone ready to strike out  
on their own.***

***Graphic Artist's Guild***



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***Handbook of Pricing and  
Ethical Guidelines***  
**Graphic  
Artists Guild**  
***The Business of Art***  
***How to Write and Illustrate***  
***Children's Books***  
***Handbook***

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***Green Graphic Design  
Pretty Much Everything  
Looking Closer 2***

This book offers practical help and guidance to aspiring illustrators. All areas of the job are covered – how to create a portfolio; the most effective ways to approach would-be clients;

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how to prepare for meetings and negotiate contracts; and how to handle, deliver, and bill a job. There is advice on how to avoid the pitfalls that can undermine crucial first impressions; how to set up a studio; and how to maintain a flow of work and manage one's time and cash.

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Success in self-promotion, creating websites, self-publishing, and the pros and cons of agents are all explored. International illustrators are interviewed, discussing how they got their break in the industry, their experiences with clients, their methods of promoting work, and more. In

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In addition, leading art directors describe their approach to commissioning illustration, how they spot new talent, their thoughts on promotional material, and their advice to up-and-coming illustrators. Packed with useful tips gleaned from the author's own career as an illustrator, and his work as an

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agent handling some of the best new talent, the book is an essential read for anyone looking to succeed in illustration.

The Business Skills Every Creative Needs! Remaining relevant as a creative professional takes more than creativity--you need to understand the

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language of business. The problem is that design school doesn't teach the strategic language that is now essential to getting your job done. *Creative Strategy and the Business of Design* fills that void and teaches left-brain business skills to right-brain creative thinkers. Inside, you'll learn

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about the business objectives and marketing decisions that drive your creative work. The curtain's been pulled away as marketing-speak and business jargon are translated into tools to help you: Understand client requests from a business perspective Build a strategic framework to inspire



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visual concepts Increase your  
relevance in an evolving industry  
Redesign your portfolio to showcase  
strategic thinking Win new accounts  
and grow existing relationships You  
already have the creativity; now it's  
time to gain the business insight. Once  
you understand what the people

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across the table are thinking, you'll be able to think how they think to do what we do.

Assembled by the National Organization for Graphic Artists, this volume contains the latest information on business, pricing and ethical standards for nearly every discipline in

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the visual communications industry. Tailored specifically to the business and legal needs of illustrators, this important edition is expanded and thoroughly updated to include electronic rights. Also provided is a CD-ROM with electronic versions of each form.

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Creative, Inc.

Hand Job

Everything You Need to Know to Have  
the Career of Your Dreams—On Your  
Terms

How to Be a Graphic Designer without  
Losing Your Soul

A Guide to Careers in Design

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The Illustrator's Guide to Law and Business Practice

"This practical guide examines the business of illustration from two different perspectives: the illustrator's

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(Marshall Arisman) and the art director's (Steven Heller)." "The authors also provide insightful interviews with professional illustrators, art

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directors, and art buyers from various industries. With its narrative format and informative sidebars, this book provides the insights and inspiration

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that every illustrator - experienced or just starting out - needs to succeed." --BOOK JACKET. Creating a brand identity is a fascinating and complex



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challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer

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behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key

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activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards,

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naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand

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identities from around the world, including a diverse range of industries - digital media, fashion, advertising, product design, packaging,

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retail and more.

From its roots in the development of printing, graphic design has evolved as a means of identification, information, and

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promotion to become a  
profession and  
discipline in its own  
right. This  
authoritative  
documentary history  
begins with the poster

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and goes on to chart the development of word and image in brochures and magazines, advertising, corporate identity, television, and electronic media, and



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the impact of technical innovations such as photography and the computer. For the revised edition, a new final chapter covers all the recent international

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developments in graphic design, including the role of the computer and the Internet in design innovation and globalization. In the last years of the

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twentieth century, at a time when "designer products" and the use of logos grew in importance, the role of graphic designers became more complex,

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subversive, and sometimes more political witness  
Oliviero Toscani's notorious advertisements for Benetton. Digital technology cleared the

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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

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asserted the primacy of their medium. Designers and companies discussed here include Neville Brody, David Carson, Design Writing Research, Edward Fella, Tibor

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Kalman, Jeffery Keedy, LettError, Pierre di Sciullo, Tomato, Gerard Unger, Cornel Windlin, and a host of others. Over 800 illustrations, 30 in color.

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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



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and persistence.

Bestselling author, artist, and illustrator Lisa Congdon brings her expertise to this guide to the process of artistic self-discovery.

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Featuring advice from Congdon herself and interviews with a roster of established artists, illustrators, and creatives, this one-of-a-kind book will show

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readers how to identify and nurture their own visual identity, navigate the influence of artists they admire, push through fear and insecurity, and

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appreciate the value of  
their personal journey.

ART/WORK

How and Where to Sell  
Your Art

Find Your Artistic Voice  
Artist's Market 2018

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The Principles and  
Practice of Graphic  
Design

A Professional's Guide  
to Licensing and Royalty  
Agreements

*Amazingly, one-third of the*

*Page 69/157*

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*American workforce is  
freelance—that's 42 million  
people who have to wrestle with  
not just doing the work, but  
finding the work, then getting paid  
for the work, plus health care,  
taxes, setting up an office,*

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*marketing, and so on. Now help is here, and consultants, independent contractors, the self-employed, “solopreneurs,” and everyone else living a freelancer’s life will never be alone again but instead can be*

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*part of a strong and vibrant community. Written by the authority on freelance working, Sara Horowitz, MacArthur “Genius” Fellow and founder of the national Freelancers Union and, most recently, the*



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*Freelancers Insurance Company, The Freelancer's Bible will help those new to freelancing learn the ropes, and will help those who've been freelancing for a while grow and expand. It's the one-stop, all-encompassing*

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*guide to every practical detail and challenge of being a nimble, flexible, and successful freelancer: the three essentials of getting clients and the three most important ways to keep them happy. Five fee-setting*

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*strategies. Thirteen tactics for making it through a prolonged dry spell. Setting up a home office vs. renting space. The one-hour contract. A dozen negotiating dos and don'ts. Building and maintaining your reputation.*

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*Dealing with deadbeats. Health Insurance 101. Record-keeping and taxes. Productivity, including a quiz: "What Is Your Ideal Day?" Building a community. Subcontracting and other strategies for taking your*

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*freelancing career to the next level. Retirement plans, plans for saving for education, and how to achieve financial freedom. Begin your graphic design career now, with the guidance of industry experts* **Becoming a**

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*Graphic and Digital Designer is a single source guide to the myriad of options available to those pursuing a graphic design career. With an emphasis on portfolio requirements and job opportunities, this guide helps*

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*both students and individuals interested in entering the design field prepare for successful careers. Coverage includes design inspiration, design genres, and design education, with discussion of the specific career*

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*options available in print, interactive, and motion design. Interviews with leading designers like Michael Bierut, Stefan Sagmeister, and Mirko Ilic give readers an insider's perspective on career trajectory and a*



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*glimpse into everyday operations and inspirations at a variety of companies and firms. Design has become a multi-platform activity that involves aesthetic, creative, and technical expertise.*

*Becoming a Graphic and Digital*

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*Designer shows readers that the field once known as "graphic design" is now richer and more inviting than ever before. Learn how to think like a designer and approach projects systematically*

*Discover the varied career*

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*options available within graphic design Gain insight from some of the leading designers in their fields Compile a portfolio optimized to your speciality of choice Graphic designers' work appears in magazines,*

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*advertisements, video games, movies, exhibits, computer programs, packaging, corporate materials, and more. Aspiring designers are sure to find their place in the industry, regardless of specific interests. Becoming a*

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*Graphic and Digital Designer provides a roadmap and compass for the journey, which begins today.*

*A successful art career at your fingertips! Do you want to establish or expand a career for*

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*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*

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*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*

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*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*



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*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*

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*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*

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*great interviews with successful artists Aaron Becker, Brianna Scharstein, and Katherine Chang Liu.*

*The definitive, must-have guide to pursuing an art career—the fully revised and updated edition*

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*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*

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*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*

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*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*

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*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*

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*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*



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*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,*

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*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*

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*resource that all creative  
entrepreneurs in the art world  
turn to for advice.*

*Graphic Design School*

*The Design of Dissent, Expanded  
Edition*

*Licensing Art and Design*

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*Art For Money: Up Your  
Freelance Game and Get Paid  
What You're Worth  
Price Creative Work with  
Confidence. Win More Bids.  
Make More Money.  
How to be an Illustrator*

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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

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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

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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

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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,



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Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiassen

For years, the Graphic Artists Guild Handbook: Pricing and Ethical Guidelines has been the

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industry bible for graphic designers and illustrators. This, the 13th edition, continues the tradition with new information, listings and pricing information based on surveys of working designers. It addresses legal

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rights and issues such as how copyright laws affect the income and work of graphic artists. It also provides tips on how to negotiate the best deals and how and what to charge for work, and includes sample

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contracts. For design and illustration professionals, there is no more comprehensive and informative resource.

Esquire. Ford Motors. Burton Snowboards. The Obama Administration. While all of

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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

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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

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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

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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



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observations on the contemporary design scene, Draplin Design Co. is the complete package for the new generation of designers.

"Provides definitive guidelines on all aspects of the graphic

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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

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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,

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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

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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

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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

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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

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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



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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

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succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers. Business and Legal Forms for Illustrators

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

Graphic Design

Critical Writings on Graphic  
Design

The Psychology of Graphic

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Design Pricing

The Storybook Kids - How to Play with Sand

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

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collecting payment for their designs as well as building their freelance business. Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace

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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 demand for up-to-date information on business, ethical, and legal issues is greater than ever. The fully updated 15th Edition includes: –The latest pricing

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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

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adapted for specific needs –A totally revised and updated chapter on Surface Pattern Design –An expanded chapter of additional professional, business, and legal resources with the latest contact information This one-stop resource provides all the professional and legal



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guidance every graphic designer needs to build their business and enhance their careers.

A leader in the field of green graphic design explains how to incorporate a series of simple, eco-friendly changes in selecting paper, printing methods, binding, packaging, shipping, and

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budgeting that can provide increased profit, creativity, and meaning in any design project, in a volume that includes extensive listings of Web sites, paper suppliers, and other resources. Original.

"Dissent is an essential part of keeping democratic societies healthy, and our

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ability as citizens to voice our opinions is not only our privilege, it is our responsibility. Most importantly, it is a human right, one which must be fervently fought for, protected, and defended. Many of the issues and conflicts visited in the first edition of this book remain vividly present today.

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