

AIGA Professional Practices in Graphic Design (NONE)

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"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.

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AIGA Professional Practices in Graphic Design (NONE) From Brand: Allworth Press Bibliography

Sales Rank: #460793 in Books
Brand: Brand: Allworth Press
Published on: 2008-06-10
Original language: English

• Number of items: 1

• Dimensions: 9.00" h x 6.10" w x 6.00" l, 1.01 pounds

• Binding: Paperback

• 336 pages

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Editorial Review

About the Author

Tad Crawford grew up in the artists' colony of Woodstock, New York. He is the author of many nonfiction books and his writing has appeared in venues such as Art in America, the Café Irreal, Confrontation, Communication Arts, Family Circle, Glamour, Guernica, the Nation, and Writer's Digest. The founder and publisher of Allworth Press, he lives in New York City.

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Delaine Valencia:

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