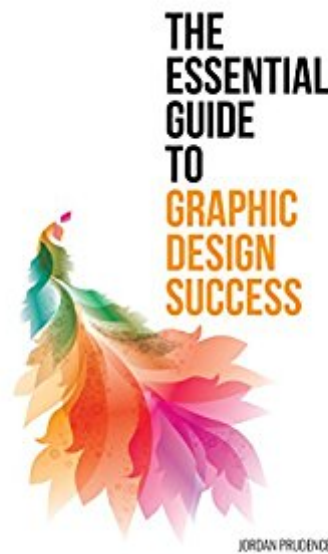




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The Essential Guide To Graphic Design Success



Synopsis

Success in the field of graphic design, especially as a sole proprietor or hobby-based graphic designer, can be tricky. It requires a set of talents that - oftentimes - creative persons do not have naturally. Therefore, the designer who is looking for success in her or his own terms must invest in learning these skills and adapt their way of thinking to something more linear. The Essential Guide to Graphic Design Success provides tips to people who already have some background in the field or a base understanding of the technical aspects of design. It covers the essentials of graphic design, the types of people who enter the field, and their options in the corporate world versus being a freelancer. The field of graphic design is both an interesting one and challenging. Each day graphic designers are brought into contact with new people who need their vision and creativity to make their own dreams come true. It is a field where empathy and whimsy are as important as precision and structure. The book guides the would-be designer in the fundamentals of design, as well as understanding what type of designer they are and what area of design is best suited for them. It touches on how to find a style and refine it, while also being adaptable. It is a guide for the recent college graduate, the corporate designer who is thinking of going on their own, or even someone who has had talent in the field as a freelancer but wishes to rethink their modality of business.

Book Information

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Customer Reviews

As a college student, I have found this textbook very easy to follow and comprehend. Jordan Prudence has created the new standard text for prospective graphic designers. The book is a good

resource for anyone in the field. I would recommend this book to any graphic designer/student looking to learn more about graphic design.

I am not a graphic designer, but I do have some experience in web design, which is somewhat related to graphic design. The book is well written, and I think it would be most useful to beginners in graphic design.

If you want to get into graphic design then this is the book for you to read. It gives you a great deal of tips and information on how you can become successful in the industry of graphic design. Of course graphic design is an overcrowded industry, however with the guidance this book gives you, you should be able to experience success with graphic design.

This is a basic understanding of graphic design. This book is for people who probably never touched Photoshop or Illustrator and don't know where to begin. I was honestly looking for something more.

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