How to be a Graphic Designer, without Losing Your Soul (2nd Revised edition)

By Adrian Shaughnessy

Laurence King Publishing. Paperback. Book Condition: new. BRAND NEW, How to be a Graphic Designer, without Losing Your Soul (2nd Revised edition), Adrian Shaughnessy, Graphic designers constantly complain that there is no career manual to guide them through the profession. Design consultant and writer Adrian Shaughnessy draws on a wealth of experience to provide just such a handbook. Aimed at the independent-minded, it addresses the concerns of young designers who want to earn a living by doing expressive and meaningful work and avoid becoming a hired drone working on soulless projects. It offers straight-talking advice on how to establish your design career and suggestions - that you won't have been taught at college - for running a successful business. This revised, extended edition includes all-new chapters covering professional skills, the creative process, and global trends, including green issues, ethics and the rise of digital culture. The book contains all-new imagery, and the previous interviews have been replaced with new ones, each focusing on a specific issue of importance to graphic designers.

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Reviews

This written book is excellent. It really is rally fascinating throgh studying period. You are going to like the way the writer write this publication.
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The ideal pdf i at any time read. I am quite late in start reading this one, but better then never. You will like the way the author create this book.
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