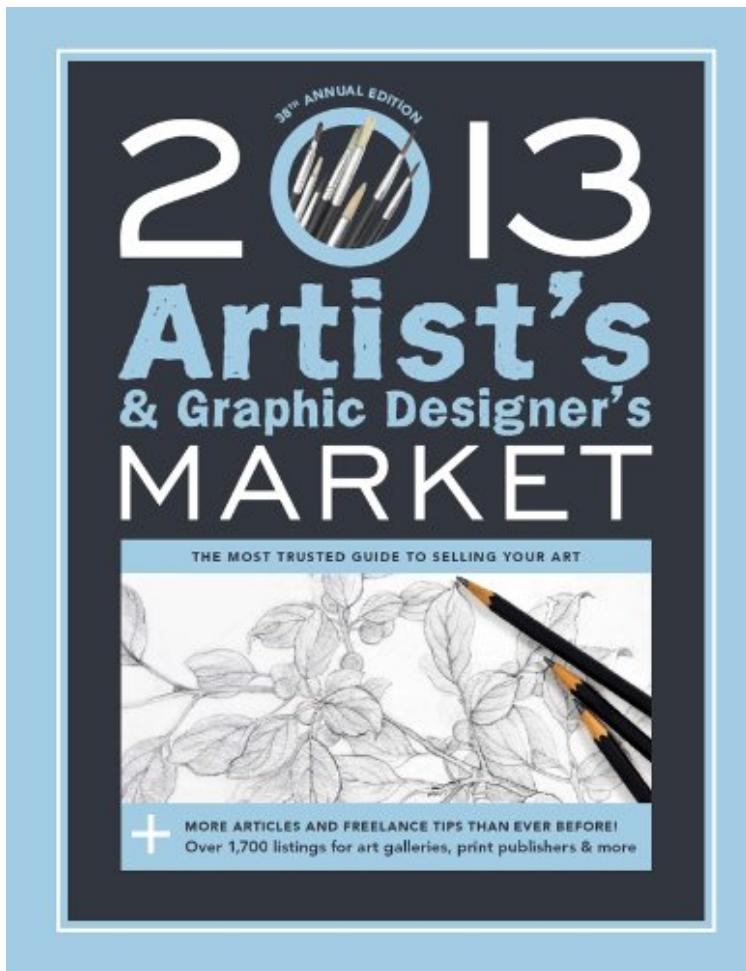


2013 Artist's Graphic Designer's Market

Mary Burzlaff Bostic
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Mary Burzlaff Bostic : 2013 Artist's Graphic Designer's Market before purchasing it in order to gage whether or not it would be worth my time, and all praised 2013 Artist's Graphic Designer's Market:

0 of 0 people found the following review helpful. My professional opinionBy SherieThis book has great features: The publication gives the information that helps you get a look at how you can structure your materials to present to potential buyers. As far as submission parameters the book is a great tool for establishing what publishers or galleries want to see. It also does a good job with the different categories and genre's in the market. Some ideas to improve: A section that follows up with stories that support if the information in the book was actually instrumental in helping people succeed in making contacts. The book does very little to make connections between if the information in the book actually is successful in making a connection to the industries listed in them. It needs more stories that demonstrate IF IT WORKS! Also, there needs to be a companion guide that demonstrates techniques on how using this book can be successful. The information is one thing, how you approach these institutions is another. A marketing companion would be the next progression for this type of book. Just having a directory of sorts does not go far enough

in this climate. I explain to my students this is a tool but the necessity of it is still yet to be determined. 14 of 15 people found the following review helpful. Good information, but serious gaps. By Regina If you're a commercial artist or graphic designer, maybe this is the bees knees for market guides. As a fine artist, I find some of the information useful, but there are big gaps. Galleries, publishers, etc. are organized alphabetically rather than being categorized and cross referenced (except for a resources by state index in the back of the book). This means that if you already know the name of a gallery, publisher, etc. and want short profile level info, you have a handy lookup. BUT if you are trying to make a list of publishers, galleries, etc that are possibilities, you have to comb through the entire section. There is no distinction made between museums, art associations, non-profit, and commercial galleries. Museums with permanent collections and curators are simply not in there. Sectioning off the types of "galleries" and adding museum information would make this guide MUCH more useful to fine artists. Similarly there is no distinction made between publishers who commission graphic designs for prints and publishers of art books. Sections would again help fine artists. An index at the end of the book publishers section with genres, subjects and styles (science, textbooks, engineering, literature, literary journal etc) would be very helpful. A number of entries are mis-categorized so you have to wade through the whole thick book. Overall there is some useful information in here, that I didn't have before. However I will continue looking for a market guide for artists that serves the fine arts better. 13 of 14 people found the following review helpful. Great for New and Experienced Artists. By Kelci DCrawford Seriously, this is REALLY useful for me as an emerging freelance illustrator. It not only gives complete and detailed listings of publishers and their submissions processes, but it also details other markets like art fairs, greeting card companies, merchandising, galleries, and more. Plus, there are articles written by artists that discuss everything from marketing yourself to pricing your work and improving your communication with your clients. If you're just starting out like I am, this is the best book that you can get.

All the Tools You Need to Build a Successful Art Career! 2013 Artist's Graphic Designer's Market is the must-have reference guide for any artist who wants to establish or expand a career in fine art, illustration or graphic design. Thousands of successful artists have relied on us to help develop their careers and navigate the changing business landscape. The 2013 Artist's Graphic Designer's Market introduces a whole host of new features and guarantees the most up-to-date, individually verified market contacts possible. Expand your art business with these resources: A FREE 1-year subscription to ArtistsMarketOnline.com, where you can find industry contacts, track your submissions, get the latest art and design news and much more (Note: free subscription comes with print version only) Complete, up-to-date contact information for more than 1,700 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 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! Informative articles on strategic planning, strengthening a business, budgets, negotiating contracts and applying for grants. NEW! Special features on writing for artists, communicating with clients, hanging a solo show and achieving work-life balance. NEW! Inspiring and informative interviews with successful professionals including artist Lisa Cyr, illustrator Loren Long, and These Are Things design duo Jen Adrion and Omar Noory. PLEASE NOTE: Free subscriptions are NOT included with the e-book edition of this title.

About the Author Mary Burzlaff Bostic is the editor of Photographer's Market, Artist's Graphic Designer's Market and many North Light fine art and IMPACT Books.