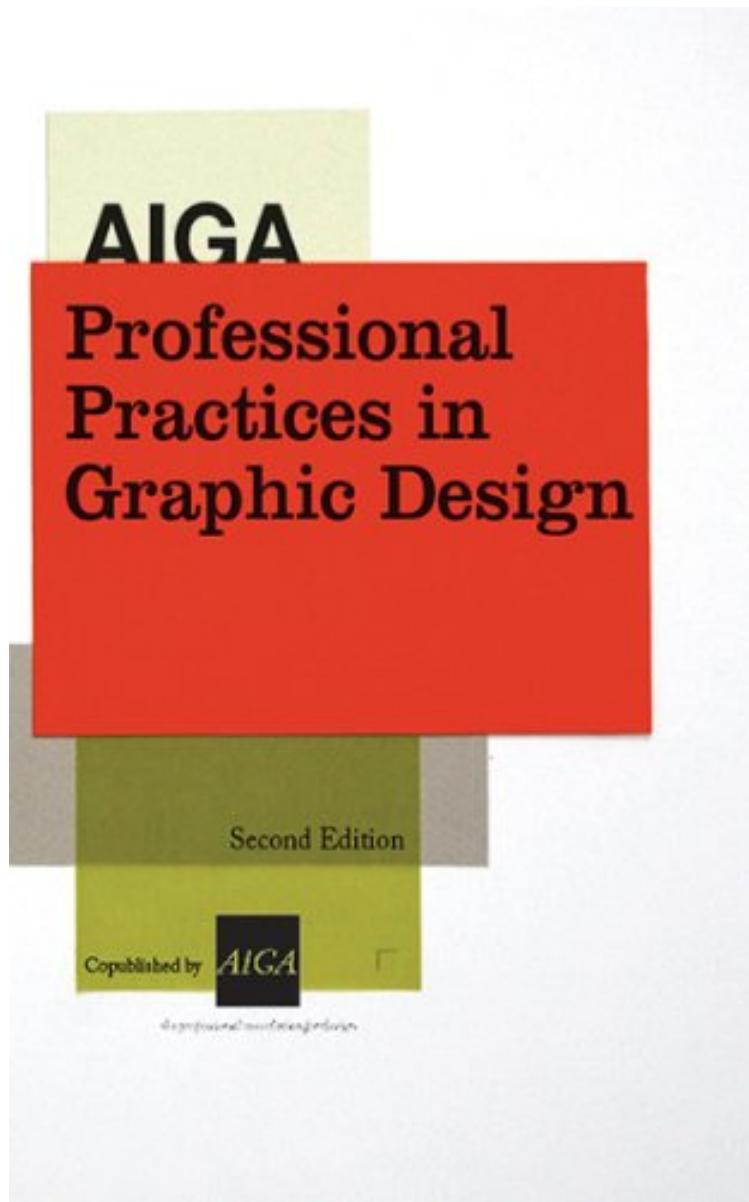


AIGA Professional Practices in Graphic Design

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SanksThis is an amazing book it helped me a lot with amazing examples illustrated in the book. It opens up a new set of concepts of design as the book illustrates perspectives from multiple design fields. I think the book integrates the multiple design disciplines together which is essential. The book is amazingly written with attention to detail. It teaches us interwoven and open ended ideas are more successful and mature. It is a must read for designers. I only wish the author could put forward more examples from various countries rather than sticking to US and European designers. There are a lot of great things going on beyond these countries.Nevertheless it is an amazing read and will be a great learning experience.

"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. Herersquo;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.Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis 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 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 succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the AuthorTad Crawfordnbsp;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 asnbsp;Art in America, the Cafeacute; 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.