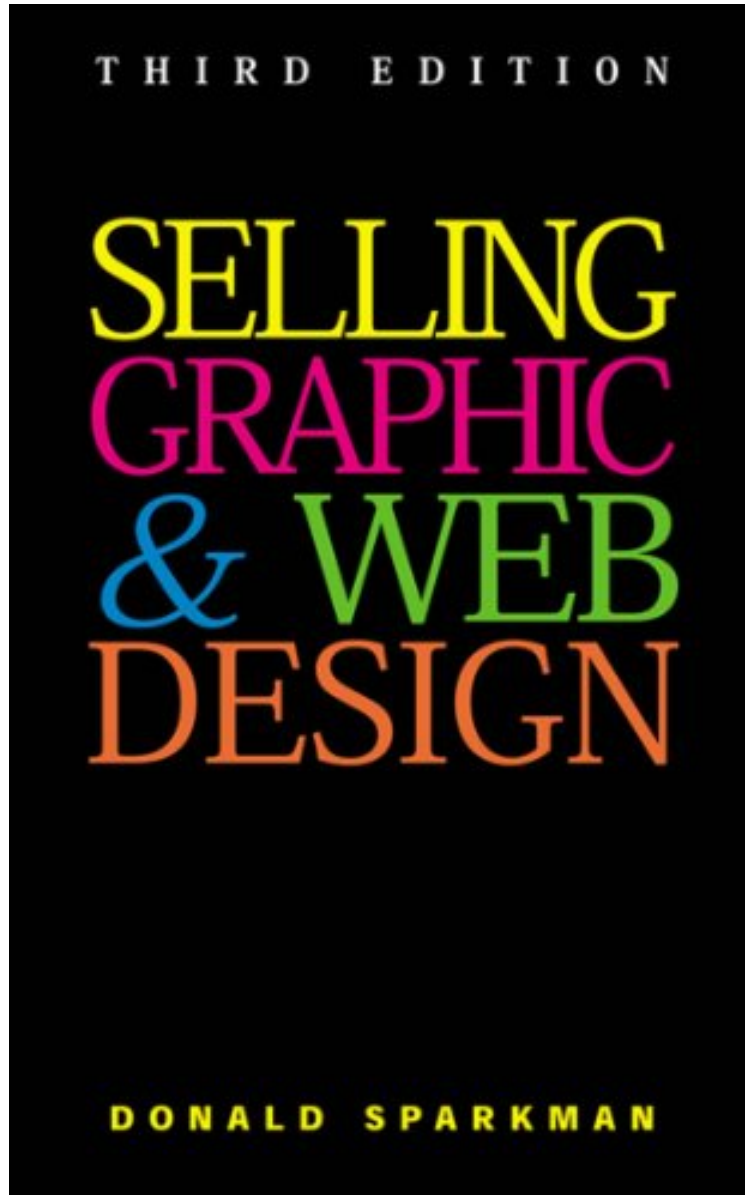



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Selling Graphic and Web Design

Donald Sparkman

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1 of 1 people found the following review helpful. Great Book!By DerekThis was a decent book it contained lots of information covering all the many areas a Web, Print, Graphic Design. After reading this book i feel a lot more ready to take on a business and learned many new things for effectively managing a Design Studio. It is also a good book for getting not just small clients or medium clients but also gives you much pointers in landing fortune 500 companies.

The author has worked with some well known companies in the past and owns his own design studio. In the book he also presents informative interviews with people prominent in the field who have experience working with many big clients. I gave this a book a 4 star because it was a decent book but it didn't dive as deep into the field as i was hoping. Nevertheless it was worth the read and i might read it again in the future.0 of 0 people found the following review helpful. Great Info for Self-employed Graphic DesignersBy B. KeeneI am a graphic designer working from home and I needed inspiration for many of my friends do not understand my field. This book is refreshing and give practical advice for writing proposals and organizing you business. I am happy that I purchased this book.11 of 12 people found the following review helpful. Great Information - Rough EditingBy Joshua K. BrileyI would have given this book 5 stars had it not been for numerous editing blunders. The information is outstanding.Donald Sparkman helped clarify several legal situations with which the design industry can be faced. Of particular interest was the Chapter on Trade Customs. Although, I'd never rely on them solely, it's good to know they're there.Although this book focuses on selling design, it does a great job discussing the business aspect of the industry... the legal stuff that I may have never considered. You won't find this kind of information in Design oriented books (It's not a design reference, by any stretch of the imagination).If you can see past the editing issues, you'll have yourself a valuable business reference if you get this book. I also recommend Jim Smith's "How to Start a Home-Based Web Design Business", if you're looking for ways to keep your design firm in the black.

Expert guidance on selling graphic design, in print and online. Attract today's savvy design clients! A veteran designer who turned his small business into a multimillion-dollar new-media company shares his strategies for success in this new edition of the acclaimed *Selling Graphic and Web Design*. Donald Sparkman's approach blurs the lines between graphic design, web design, and marketing by building strategic partnerships and thinking outside the box. No-nonsense advice for writing proposals and offering the right design solutions, plus information on providing services that fit a client's needs and budget, have made this book indispensable. Now, in this revised and expanded version, leading Internet designers share strategies on effective marketing for the web, including pricing, billing, portfolios, ethics, brand design, web content management, brand law, and much more. Trusted advice and the latest strategies combine to make *Selling Graphic and Web Design* a great one-stop resource for designers in every field. New edition of a classic Up-to-the-minute advice on selling to internet clients Get the top clients and keep them 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 Author Donald Sparkman is the president of Sparkman + Associates, Inc., which has won many awards for design excellence. Sparkman has developed graphic communications for ATT, Black and Decker, Coors, Eckerd Drugs, GE, Marriott, MCI, Mobil, NASA, and countless other top companies. He lives in Washington, D.C.