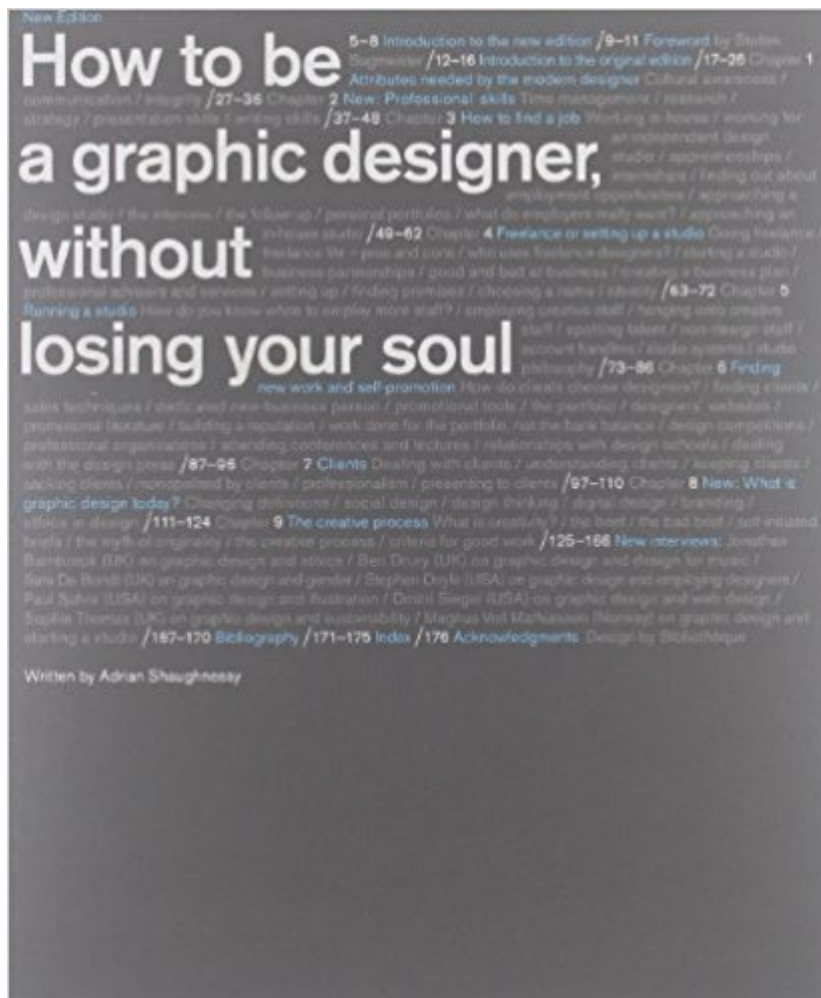




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# How To Be A Graphic Designer Without Losing Your Soul (New Expanded Edition)



## Synopsis

Published to instant acclaim in 2005, our best selling *How to Be a Graphic Designer without Losing Your Soul* has become a trusted resource for graphic designers around the world, combining practical advice with philosophical guidance to help young professionals embark on their careers. This new, expanded edition brings this essential text up to date with new chapters on professional skills, the creative process, and global trends that include social responsibility, ethics, and the rise of digital culture. *How to Be a Graphic Designer* offers clear, concise guidance along with focused, no-nonsense strategies for setting up, running, and promoting a studio; finding work; and collaborating with clients. The book also includes inspiring new interviews with leading designers, including Jonathan Barnbrook, Sara De Bondt, Stephen Doyle, Ben Drury, Paul Sahre, Dmitri Siegel, Sophie Thomas, and Magnus Vol Mathiassen.

## Book Information

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## Customer Reviews

Adrian Shaughnessy is a self-taught graphic designer, writer, and editor. Until recently he was creative director of Intro, the London-based music design company he co-founded in 1989. He left Intro in 2004 to pursue an interest in writing and consultancy. His previous books include the *Sampler* series; *How to be a Graphic Designer, Without Losing Your Soul*; and *Look at This: Contemporary Brochures, Catalogues & Documents* (all Laurence King).

A gift for my nephew as a senior in college. Recommended by a well established graphic artist as one of the essentials for a library.

A good read for someone about to enter the trade. Old news to anyone who has been there. The stories can be applied to many other professions too.

Awesome book! The only thing I would have liked to see was maybe some sample invoices, SOWs or other documents. Shaughnessy describes in depth how your decision should be informed, but it would have been nice to see some real examples. I'm sure there are other books out there that go more in depth in this regard, so I don't really have any complaints. I would highly recommend.

Heard of book through a friend and love it completely! Gives advice on design details, business, dealing with clients, and improving yourself as an individual designer. Easy to read through and interesting through and through. Mentions other designers and books, as well as real-life examples, to bring things into perspective!

I had to buy this book for class and I'm so glad I did. Definitely get the new version! (Most of the old one is available on google books for free anyway...) The edits are relevant to what's going on in graphic design now. As a student, I feel like this book contains a lot of helpful information not always taught in design programs. Get reading!

I bought this for school. It was okay.

A much needed book for every designer

a Staple for any Junior Graphic Designer.

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