



Starting Your Career as a Graphic Designer

Michael Fleishman

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The ultimate source for beginning professionals, working professionals looking to make a change, and entrepreneurs wanting to go out on their own, this friendly guide details every business aspect of commercial graphic design, including how to:

- Create a portfolio • Make initial contacts • Develop a financial plan • Set up an office • Acquire supplies and equipment • Price your own work • Market on the Web • Nurture a growing freelance business • And much more

In a market-by-market survey, the author devotes entire chapters to selling one's work within every venue, including magazines, ad agencies, book publishers, greeting card companies, small business, and Web sites. This is the most useful book on the market for honing the business skills of freelance illustrators and graphic designers.

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