AIGA Professional Practices in Graphic Design: The Ultimate Guide for Design Professionals

The American Institute of Graphic Arts (AIGA) is the professional association for design. AIGA's mission is to advance the art and practice of design, and to serve as a catalyst for professional development.

AIGA Professional Practices in Graphic Design

by Matthew Gabriele

★★★★☆ 4.7 out of 5

Language	: English
File size	: 912 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 337 pages

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One of AIGA's most important publications is the Professional Practices in Graphic Design. This book is the industry-leading guide for ethical and professional conduct in the field of graphic design.

What's Inside the Book?

The Professional Practices in Graphic Design covers a wide range of topics, including:

- Ethics and professional conduct

- Business practices

- Legal issues

- Contracts and fees

- Intellectual property

- Marketing and self-promotion

The book is written in a clear and concise style, and it is packed with practical advice and guidance. It is an essential resource for any graphic designer who wants to succeed in the field.

Benefits of Reading the Book

There are many benefits to reading the Professional Practices in Graphic Design. By reading this book, you will:

- Learn about the ethical and legal responsibilities of graphic designers

- Develop strong business practices

- Protect your intellectual property

- Market your design services effectively

- Build a successful career in graphic design

Who Should Read the Book?

The Professional Practices in Graphic Design is a must-read for any graphic designer who wants to succeed in the field. Whether you are a freelance designer, a design firm owner, or a design student, this book will provide you with the knowledge and guidance you need to thrive.

The Professional Practices in Graphic Design is the ultimate guide for ethical and professional conduct in the field of graphic design. By reading this book, you will learn the essential skills and knowledge you need to succeed as a graphic designer.

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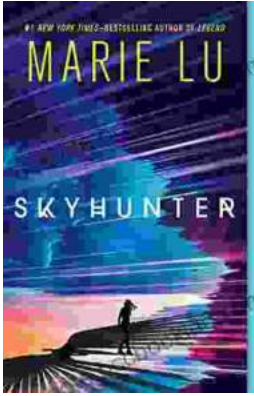|	
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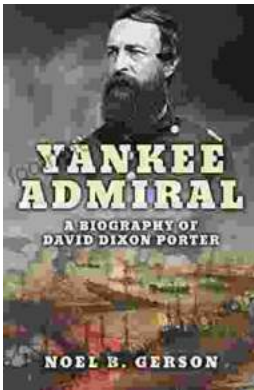
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