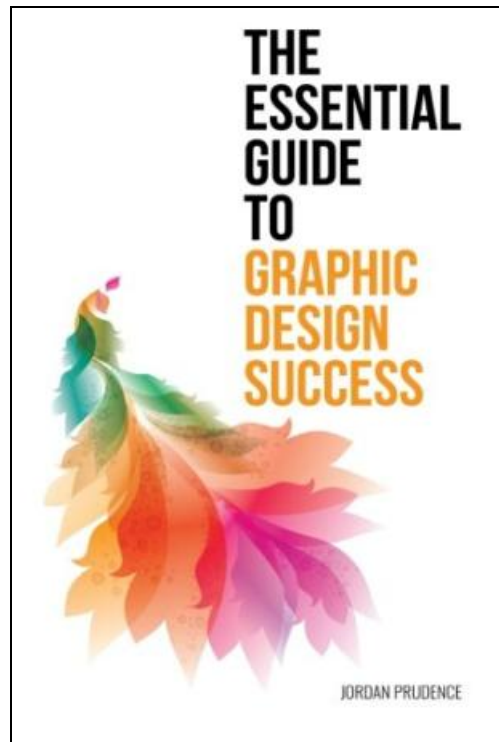


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## THE ESSENTIAL GUIDE TO GRAPHIC DESIGN SUCCESS (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The Essential Guide to Graphic Design Success is the latest eBook by innovator and author Jordan Prudence. Success in the field of Graphic Design, especially as a Sole Proprietor or hobby based graphic designer, can be tricky. It requires a set of talents that -oftentimes- creative persons do not have naturally. Therefore, the designer who is looking for success in her or his own terms must invest in learning these skills and adapt their way of thinking to something more linear. The Essential Guide to Graphic Design Success provides tips to people who already have some background in the field or a base understanding of the technical aspects of design. It covers the essentials of graphic design, the types of people who enter the field, and their options in the corporate world versus being a freelancer. The field of graphic design is both an interesting one and challenging. Each day graphic designers are brought into contact with new people who need their vision and creativity to make their own dreams come true. It is a field where empathy and whimsy are as important as precision and structure. The book guides the would be designer in the fundamentals of design, as well as, understanding what type of designer they are and what area of design is best suited for them. It touches on how to find a style and refine it, while also being adaptable. It is a guide for the recent college graduate, the corporate designer who is thinking of going on her own, or even someone who has had talent in the field as a freelancer but wishes to rethink their modality of business. Table of Contents Introduction...



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