

Synopsis

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 14th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the need for up-to-date information on business, ethical, and legal issues is greater than ever. Find it all here in the 14th Edition.

Book Information

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Customer Reviews

It's a great book for graphic artists and illustrators. Everything you really need to know about how to go about your practice, including all the pricing, legal side, and how to deal with problems. The only downside is it's quite dry. I'm an artist and quite easily distracted so it takes me a while to go through it. Also, some of the wordings could be better because sometimes if you're not business oriented it could take you a while to understand. but overall i'd really recommend it

This book is close to a 'must have' for freelancers. It delivers the message that you can't price your services too low or you help to bring down pay rates for everyone. It doesn't exactly solve the problem of freelancers not based in big cities that can't find clients to pay the rates NYC ad agencies will pay. It has a lot of very useful information for all kinds artists, and it can inspire considering art fields you aren't yet involved in.

Im just jumping in because somebody gave this a 1 star for invalid reasons. This series of books is just the best when it comes to teaching artists how to act in a professional world, pricing their work, rights, and all that stuff. Its definitely a must have.

I'm giving this book a five because content wise it's everything I wanted to know and more. One of the more difficult tasks in the design world is pricing your services accordingly. What this book offers is a starting point, whether your market demands lower prices or your lucky enough to be in a market and have clientele that is willing to pay the published recommended prices, either way you have a place to start. I don't have any clients willing to pay \$2k+ for a logo, which is a shame but now I know understand my place in the market. Great book for every designer!

This is book is really a must for design SA's or others with small design business that need to do pricing. I'm not saying that you stick with this per say but this rounds out your knowledge and gives you a starting place and further you'll notice that as it is updated over time this book has been keeping pace starting to include newer areas of design and digital UX design which is my passion. In any case for some one in the industry it is a must read.

An essential guide to anyone interested in a career in Graphic Design. I have been teaching graphic design courses in several colleges for many years now and use this book as my textbook for my "Business of Graphic Design" class. it includes excellent explanations of the terms used in graphic design projects and the 2nd half of the book is all about pricing. The newer edition has the most recent pricing but even the older editions are very useful, just adjust the prices upwards for inflation. A very valuable resource.

The latest version of the Graphic Artists' Guild is about four times the book my last version was, but includes a lot of material not relevant or even extant back then (computer graphics, e.g.). While it doesn't pretend to be a substitute for an agent or attorney, it does have invaluable reference and resources, including sample contracts, release forms, etc. (alone worth the price of the book!) and the professional pay scale for a plethora of art-related jobs (including covers and interiors, salaried positions, imprinted sportswear or printed fabric/wallpaper) --- you name it, it's in here. Up-to-date coverage of the latest versions of the Copyright laws and where to go for changes, etc. If you aspire to make art for a living, or even a serious hobby, you need this book.

give's examples of legal paperwork, alot of good valuble and important information. I use this book in my law class ,for my graphic arts school. .

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