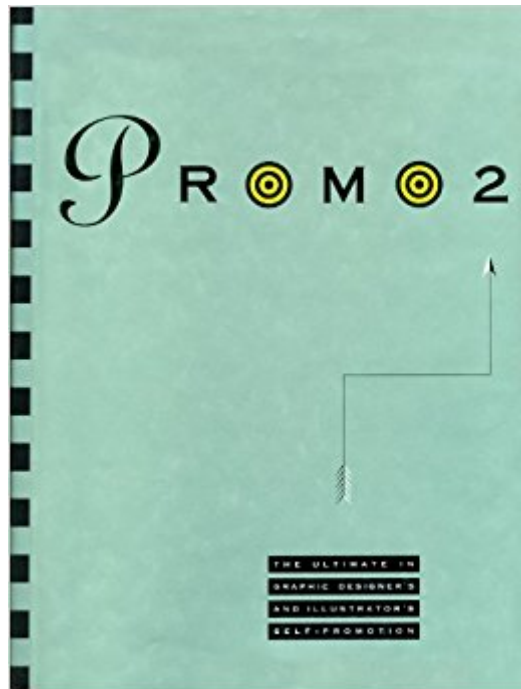


The book was found

Promo 2: The Ultimate In Graphic Designer's And Illustrator's Self-Promotion



Synopsis

First edition. Seventy-six design and illustration firms showcase their work here in over 240 full color photographs. Included are both self-promotion pieces and client promotions showcasing posters, brochures, calendars and holiday cards. Dust jacket wrinkled and chipped around top edges. iv, 153 pages. cloth, dust jacket.. 4to..

Book Information

Series: Promo

Hardcover: 160 pages

Publisher: North Light Books; 1st edition (September 1992)

Language: English

ISBN-10: 0891344519

ISBN-13: 978-0891344513

Product Dimensions: 1 x 9.2 x 12.5 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #6,037,115 in Books (See Top 100 in Books) #69 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Annuals](#) #10012 in [Books > Arts & Photography](#)

[> Graphic Design > Techniques](#) #83347 in [Books > Arts & Photography > History & Criticism](#)

Customer Reviews

If you're a creative at an advertising agency or even a freelancer like me, you get to a point where you hit the wall... your creative juices are just gone. If you're doing a self-promotion piece for your client, company or personal business, this book will be a tremendous springboard of inspiration when you're stumped for ideas. This book not only shows studio-quality photos of promotional items, it also tells in many cases the cost to produce the items and the materials used. While there are some "far out" promo items, they are creative, yet mostly conservative compared to some of the really wacky things out there. The promo items covered are mostly in paper and there are no multimedia or website promos cited. The book is beautifully designed and well presented -- a great book for any creative's reference library.

[Download to continue reading...](#)

Promo 2: The Ultimate in Graphic Designer's and Illustrator's Self-Promotion The Graphic

Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop CS6, Illustrator CS6 &

InDesign CS6 (Adobe CS6) Health Promotion and Disease Prevention in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice) Health Promotion Throughout the Life Span, 7e (Health Promotion Throughout the Lifespan (Edelman)) Master Self-Discipline: Simple and Effective Steps to Develop Self Discipline, Get Organized, and Make Things Happen! (Willpower, Stress Management, Self ... (Self Improvement And Motivational Book 1) UI Design with Adobe Illustrator: Discover the ease and power of using Illustrator to design Web sites and apps 2001 Children's Writer's & Illustrator's Market (Children's Writer's & Illustrator's Market, 2001) 1999 Children's Writer's & Illustrator's Market (Children's Writer's & Illustrator's Market, 1999) 1997 Children's Writer's & Illustrator's Market (Children's Writer's & Illustrator's Market, 1997) The Architecture Of Light (2nd Edition): A textbook of procedures and practices for the Architect, Interior Designer and Lighting Designer. The Fashion Designer's Handbook & Fashion Kit: Learn to Sew and Become a Designer in 33 Fabulous Projects The Non-Designer's Design Book (Non Designer's Design Book) No Plastic Sleeves: Portfolio and Self-Promotion Guide for Photographers and Designers Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) The Photographer's Guide to Marketing and Self-Promotion How I Conquered Call Reluctance, Fear of Self-Promotion & Increased My Prospecting! Promo Poly-Canvas Bible / Book Cover w/Fish Applique (Medium, Pink) Promo Poly-Canvas Bible / Book Cover w/Fish Applique (Medium, Dahlia Purple) Promo Poly-Canvas Bible / Book Cover w/Fish Applique (Large, Navy Blue) Promo Poly-Canvas Bible / Book Cover w/Fish Applique (Large, Burgundy)

[Dmca](#)