



Graphic Artists Guild Handbook (Graphic Artists Guild Handbook of Pricing and Ethical Guidelines)

Graphic Artists Guild

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Graphic Artists Guild

The most respected single reference for buyers and sellers of creative work -- the one thousands of designers consult to determine fair prices and fair practice. The Handbook is back, 3 years after the last edition.

Assembled by the national organization for graphic artists, it contains the latest, essential information on business, pricing and ethical standards for nearly every discipline in the visual communications industry -- from advertising to publishing to corporate markets.-- reputation as the source on fair prices and practice-- contains important updates on technology standards/practices, pricing for Web page design and more-- offers the most complete and specific look at how a variety of specific design, art and illustration services are priced-- based on a survey of more than 20,000 graphic designers and illustrators-- includes sample contracts and important how-to information

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