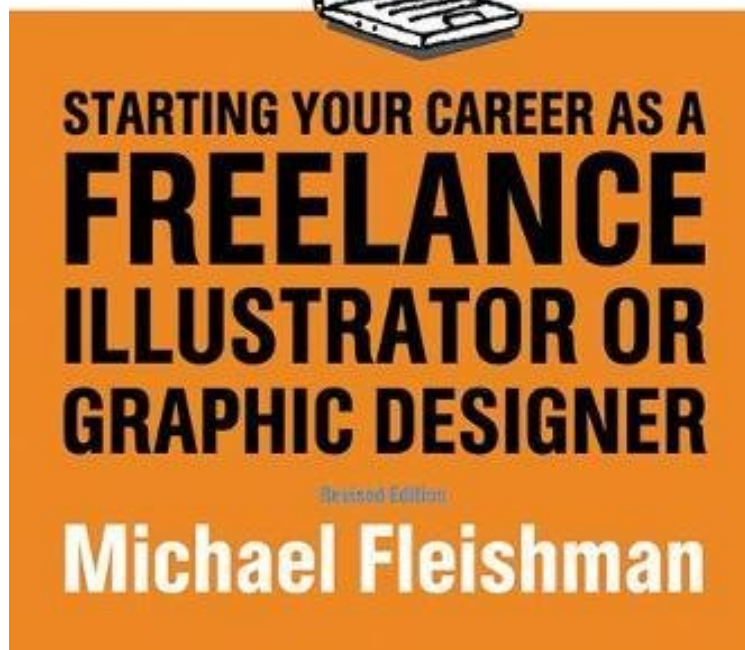


[Free pdf] Starting Your Career as a Freelance Illustrator or Graphic Designer

Starting Your Career as a Freelance Illustrator or Graphic Designer

Michael Fleishman

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newer version should have just been printed as a revised and updated version of the earlier book, not as a new title. The internet has so changed the world of graphic design that a lot of what is in this book is outdated. Also I find the author's cutesy expressions and constant play on words tiresome after awhile. A little of that is ok, but he overdoes it. 0 of 0 people found the following review helpful. It's a good book but I have yet to personally find it ...By The Illustrator GuyIt's a good book but I have yet to personally find it completely indispensable for my career. So while I read it constantly to try to see it in a different light and gain a better perspective, I don't get a lot of "in the trenches" kind of info I was personally looking for. Most of it is free on the web and all the quotes can be heard in some way from going to conventions for illustrations anyway. 1 of 1 people found the following review helpful. Two StarsBy MsplumuniqDoesn't have much up to date information, just outdated. Sorry.

Technology has sent shockwaves of change through the world of commercial art. Digital illustration and design, online portfolio sites, and the proliferation of stock art have radically changed the way that illustrators and graphic designers work. What has not changed, however, is the wealth of illustrators and graphic designers hoping to turn their talent into freelance success. For those embarking on freelance careers in illustration or graphic design, the answers have arrived. A twenty-five year veteran in the field, Michael Fleishman, has detailed every business aspect of commercial art in *Starting Your Career as a Freelance Illustrator or Graphic Designer*.

A great deal of information obtained only by the live and learn method is packed into the book's chapters. -- *The Artists Magazine* Quick and easy to read, full of examples of humorous illustrations. -- *How Magazine* From the Publisher *Starting Your Career as a Freelance Illustrator or Graphic Designer* shows readers how to find jobs and analyze what markets are right for them. Entire chapters are devoted to explaining the nuances of selling one's work to magazines, newspapers, ad agencies, book publishers, greeting card companies, small businesses, Web sites, and more. Freelance illustrators and graphic designers will find the author's Ten Commandments of Freelancing as well as professional viewpoints from dozens of industry veterans. This indispensable guide also details: preparing a portfolio making initial contacts developing a financial plan acquiring supplies and equipment pricing one's work marketing and self-promotion Internet tools for illustrators and graphic designers From the Author For beginning professionals, working professionals wishing to make a change, and entrepreneurs wanting to go out on their own, Fleishman emphasizes the need for balance and self-discipline. "Behind the glitter of those important' jobs lies your everyday world," he observes. "As a freelancer, you must diligently face the small daily drudgeries with the same aplomb you show these bigger' responsibilities."