

# AIGA Professional Practices in Graphic Design: The Ultimate Guide to Running a Successful Business

**Are you a graphic designer looking to take your career to the next level?** Do you want to learn the business and legal aspects of design to protect yourself and your work? Then you need AIGA Professional Practices in Graphic Design.



## AIGA Professional Practices in Graphic Design

by Matthew Gabriele

★★★★☆ 4.7 out of 5

Language : English

File size : 912 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Print length : 337 pages



This comprehensive guide, published by the American Institute of Graphic Arts (AIGA), is the essential resource for graphic designers of all levels. It provides clear and concise guidance on everything from starting a business to negotiating contracts to protecting your intellectual property.

Inside AIGA Professional Practices in Graphic Design, you'll learn about:

- The different types of business structures for graphic designers

- How to start and manage a successful graphic design business
- The legal aspects of graphic design, including copyright, trademark, and contracts
- How to protect your intellectual property
- The ethical considerations of graphic design
- And much more!

Whether you're just starting out in your career or you're a seasoned professional, AIGA Professional Practices in Graphic Design is the essential guide you need to succeed in the business of graphic design.

**Free Download your copy today and start building a successful career as a graphic designer!**

### **What's Inside AIGA Professional Practices in Graphic Design?**

AIGA Professional Practices in Graphic Design is divided into four main sections:

1. **Starting a Business**
2. **Managing a Business**
3. **The Legal Aspects of Graphic Design**
4. **The Ethical Considerations of Graphic Design**

Each section is packed with essential information and advice for graphic designers. Here's a closer look at what you'll find in each section:

#### **Starting a Business**

This section covers everything you need to know about starting a graphic design business, from choosing a business structure to writing a business plan to marketing your services.

## **Managing a Business**

This section provides guidance on the day-to-day operations of a graphic design business, including financial management, customer relations, and project management.

## **The Legal Aspects of Graphic Design**

This section covers the legal aspects of graphic design, including copyright, trademark, and contracts. It also provides advice on how to protect your intellectual property.

## **The Ethical Considerations of Graphic Design**

This section explores the ethical considerations of graphic design, including the impact of your work on the environment and society.

## **Who Should Read AIGA Professional Practices in Graphic Design?**

AIGA Professional Practices in Graphic Design is essential reading for graphic designers of all levels.

- **If you're just starting out in your career**, this book will give you the foundation you need to succeed in the business of graphic design.
- **If you're a seasoned professional**, this book will help you stay up-to-date on the latest legal and ethical issues facing graphic designers.

No matter where you are in your career, AIGA Professional Practices in Graphic Design is the essential guide you need to succeed.

## Free Download Your Copy Today!

AIGA Professional Practices in Graphic Design is available now from AIGA and Our Book Library.

**Free Download your copy today and start building a successful career as a graphic designer!**

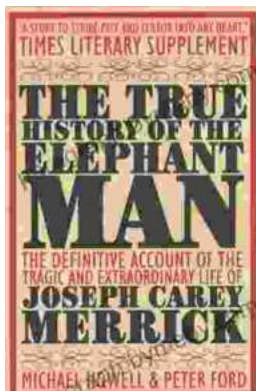


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