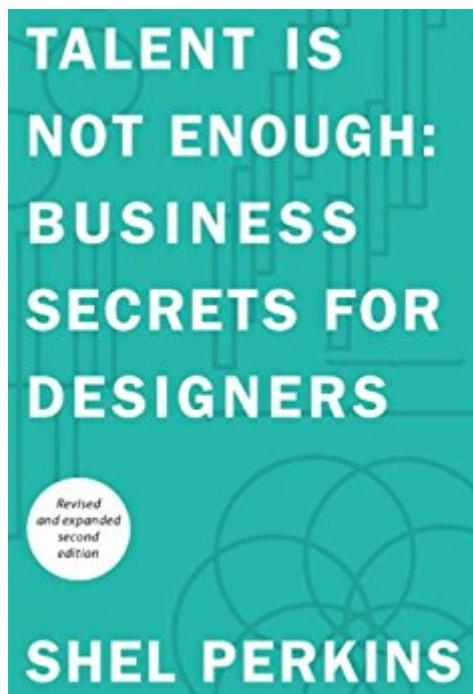


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# Talent Is Not Enough: Business Secrets For Designers (Voices That Matter)



## Synopsis

The best business guide for design professionals just got better! This revised and expanded second edition includes everything designers need "besides talent" to turn their artistic success into business success. You'll find information on key issues facing designers from freelancing to managing established design firms. A strong visual focus and to-the-point text take the fear factor out of learning about thorny business realities like staffing, marketing, bookkeeping, intellectual property, and more. These smart business practices are essential to success in graphic, Web, and industrial design. Here are just a few of the things you'll learn:

- How to get on the right career path
- The best way to determine pricing
- How to avoid common legal pitfalls
- How to manage large projects
- The secrets of efficient design teams
- How to forecast your workload and finances

*Talent Is Not Enough* provides a big-picture context for these and other challenges and shares practical, real-world advice. Since its first publication, the book has become an essential resource for both students and working professionals in these areas and more:

- Design planning and strategy
- Corporate identity development
- Publication and editorial design
- Brand identity and packaging design
- Advertising and promotion design
- Marketing communications
- Environmental design
- Industrial design
- Motion graphics
- Interaction design
- Information design

It is rare to find one individual with such a wide range of knowledge in the design-related fields. And, because of his experience as a designer, Shel brings a sensitivity and understanding to administrative issues while still respecting the artistic side of our industry.

• Frank Maddocks, President, Maddocks & Company

Now that design skills have become a commodity, you need business skills to focus them. Shel has written a crackerjack book that will be on the shelf of every ambitious designer.

• Marty Neumeier, author of *Zag* and *The Brand Gap*

## Book Information

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## **Customer Reviews**

Got this for one of my graduate classes at Academy of Art. Informative book that goes into detail about inside design practices and tips to know. Lots of info in a compact book. It isn't full of picture or fancy designs--just the facts.

This book is the closest that I've seen to a proper design business bible. I've made use of other design business books, but none feel as comprehensive, modern and well laid-out as this one. I expect to be referencing it for the rest of my career.

Was waiting for it to become relevant and it didn't. It actually included suggestions like;"If you're currently in a design degree program, you have access to your school's computer lab. Once you graduate, however, that access will end. Plan ahead by buying your own computer and printer and establishing you own internet access and e-mail account." (p.30)-This second edition was published in 2010!!! I Ended up skimming all four hundred and thirty pages in two nights. Also very North American centric with it's advice and references.

As a graphic design student, there are a lot of options in terms of building a career. This book does a great job of not only outlining the various skills necessary to succeed in graphic design, but also introduces that different capacities in which we can practice our work. Besides that, Perkins provides plenty of suggestions for learning more about the different subjects he goes over; including providing IRS publications relevant to freelance designers and books that introduce basic accounting concepts. He also discusses working as a freelancer or within a design firm/in-house. It is written in a pragmatic and clear way and should be a go-to book for students wondering what the

different employment opportunities are after graduation.

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