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them navigate the world of pricing, collecting payment for, and protecting their creative work, as well as growing their freelance business to create a sustainable and rewarding livelihood.

The Graphic Artists
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struggle with shrinking budgets in the current economy, the demand for up-to-date information on business, ethical, and legal issues is greater than ever.

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Presented by David
Grossman, Yanique
DaCosta, and Ed
Shems ICoD board
member, David

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Grossman, will join designer Yanique DaCosta, Guild Representative to ICoD, and illustrator Ed Shems for a free-ranging discussion on professional standards and ethics for working graphic artists.

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more will help you do
your job better, more
profitably, and with
less stress.

About the Graphic
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Graphic Artist Guild

Chapter 5 ▯ The

Graphic Artists Guild
discusses the work of

the Graphic Artists

Guild, a professional
organization whose

mission is to promote
and protect the

economic interests of
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is committed to

improving conditions

for all graphic art

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creators and raising standards for the entire industry.

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The Graphic Artists
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Ethical Guidelines Survey

This book provides invaluable advice on the design process, dealing with clients, graphical standards, sample contracts, sample costing sheets, and a listing of invaluable reference and resources in the back. The biggest strength

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the Guide has is
detailed explanations
of different areas of
design.

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not consistent with original instructions, are additional. • We welcome e-mailed price suggestions or additions that would make this guide more useful. • For details on illustration pricing, we refer you to the Graphic Artists Guild Handbook.

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struggle with shrinking budgets in the current economy, the need for up-to-date information on business, ethical, and legal issues is greater than ever. Find it all here in the 14th Edition.

The industry bible for
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design and illustration
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listings, and pricing
guidelines. Graphic
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Handbook is the
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Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-

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to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other

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documents are
included.

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the complete pricing
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for designers—helping
members and non-
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both digital and print media and as clients struggle with shrinking budgets in the current economy, the demand for up-to-date information on business, ethical, and legal issues is greater than ever. The fully updated 15th Edition includes: □The latest pricing guidelines for buyers and sellers

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- Formulas for determining hourly and per diem freelance rates
- Hourly freelance rates by discipline
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- Model contracts and forms that can be adapted for specific needs

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graphic designer
needs to build their
business and
enhance their
careers.

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13th edition, continues the tradition with new information, listings and pricing information based on surveys of working designers. It addresses legal rights and issues such as how copyright laws affect the income and work of graphic artists. It also provides tips on how

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to negotiate the best deals and how and what to charge for work, and includes sample contracts. For design and illustration professionals, there is no more comprehensive and informative resource.

- Completely revised and updated to reflect the latest trends ·

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Features the latest information on pricing graphic design work. *Graphic Artists Guild Handbook: Pricing & Ethical Guidelines* is the industry bible, containing information all graphic artists and their clients need to buy and sell work in a professional manner. The twelfth edition of this classic reference

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has been revised and updated to provide all the information creative professionals need to keep up with current trends and compete in an ever-changing industry.

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latest contact information This one-stop resource provides all the professional and legal guidance every graphic designer needs to build their business and enhance their careers.

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