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# Graphic Artist's Guild Handbook Of Pricing And Ethical Guidelines (Graphic Artists Guild Handbook: Pricing & Ethical Guidelines)



## Synopsis

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 14th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients 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.

## Book Information

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## Customer Reviews

This book is close to a 'must have' for freelancers. It delivers the message that you can't price your services too low or you help to bring down pay rates for everyone. It doesn't exactly solve the problem of freelancers not based in big cities that can't find clients to pay the rates NYC ad agencies will pay. It has a lot of very useful information for all kinds of artists, and it can inspire considering art fields you aren't yet involved in.

It's a great book for graphic artists and illustrators. Everything you really need to know about how to go about your practice, including all the pricing, legal side, and how to deal with problems. The only downside is it's quite dry. I'm an artist and quite easily distracted so it takes me a while to go through it. Also, some of the wordings could be better because sometimes if you're not business oriented it could take you a while to understand. but overall I'd really recommend it

Fantastic book for any graphic designer. It's filled with price suggestions and is very detailed about

handling the business side of the creative industry. Also has contracts. This is an absolute must have for any graphic designer!

I'm an Illustrator and Graphic Designer, and this book is seriously a must have/bible for all creatives! It's a very informative book and keeps me in check with what I need legally and how to price my stuff - like the book's title says; Pricing & Ethical Guidelines! I wish there were more clauses that I could pick and choose given the fact that there are so many fixed contracts to choose from and I had to add more because of my situation. I am happy overall! As for the shipping; I am satisfied :) Very quick and hassle free.

Great book! We had the purchase it for school in my Illustration program and now that I have graduate, I'm finding myself reference it in the "real world" to quote illustration work. From talking with professional illustrators in my area, it seems to be used as the industry standard. It also has a ton of information for other creative fields such as graphic design and web design, but at this point I have only referenced it for illustration. In addition to pricing guidelines it has a ton of information on granting rights to your creative work, different types of usage rights, and a lot of example contracts and forms that will be useful.

I'm giving this book a five because content wise it's everything I wanted to know and more. One of the more difficult tasks in the design world is pricing your services accordingly. What this book offers is a starting point, whether your market demands lower prices or your lucky enough to be in a market and have clientele that is willing to pay the published recommended prices, either way you have a place to start. I don't have any clients willing to pay \$2k+ for a logo, which is a shame but now I know understand my place in the market. Great book for every designer!

This book is a must for any artist freelancing today. It covers all aspects of financial and legal protection as well as helping you understand how to maintain a work ethic that values yourself and your art to your clients. Has very handy legal forms as templates in the back too. I live by this book!

Always packed with great information. The Graphic Artist Guild Handbook though published some what irregularly around every 4 to 5 years. This is the latest version 2013. The the most valuable information to me is chapter 2 is on Copyright and Trademark, resale royalties, practices governing original art and International and Canadian Copyright. That alone is worth the price. But this

handbook covers so much more than copyright law. I appreciate the long chapter on surface design and trade customs. But cartooning, web design, graphic design, illustration it is all in here too .You will refer to this guide daily. It will save you time, money and headaches in the long run.

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