



The Designer's Guide to Business and Careers: How to Succeed on the Job or on Your Own

By Peg Faimon

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Find Your Niche and Be Successful

Inside are the tools you need to get your design career off to a strong start and maintain it for the long haul. **Peg Faimon** provides a comprehensive guide to basic business issues in today's competitive marketplace. Whether you just graduated from college, are building a freelance business, or are starting your own firm, this book will give you the confidence and knowledge to create a successful and fulfilling career. You'll learn how to:

- Research different career paths in design and organize your job search
- Craft an effective portfolio and master interview techniques
- Maintain a professional image and network to ensure a consistent stream of paying projects
- Collaborate effectively with clients, other designers and experts in other professions (like printers, writers, marketers and executives)
- Establish a freelance business, develop your in-house career or kick start your own firm
- Stay fresh and move forward in the ever-changing world of graphic design

In addition, real-world advice from working designers and an interactive format will help you apply your new skills right away. *The Designer's Guide to Business and Careers* will give you everything you need to experience immediate success in your career.

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About the Author

Peg Faimon is a Professor of Graphic Design and Curriculum Coordinator of Interactive Media Studies at Miami University in Oxford, Ohio. In addition to teaching, Faimon maintains a design consultancy.

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