

Graphic Artists Guild Handbook: Pricing Ethical Guidelines, 15th Edition

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From the Graphic Artists Guild comes the complete pricing and ethical reference for designers—helping members and non-members alike navigate the world of charging and collecting payment for their designs as well as building their freelance business.

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th 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 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
- Current salary information with job descriptions
- Formulas for determining hourly and per diem freelance rates
- Hourly freelance rates by discipline
- Copyright registration information
- Model contracts and forms that can be adapted for specific needs
- A totally revised and updated chapter on Surface Pattern Design
- An expanded chapter of additional professional, business, and legal resources with the 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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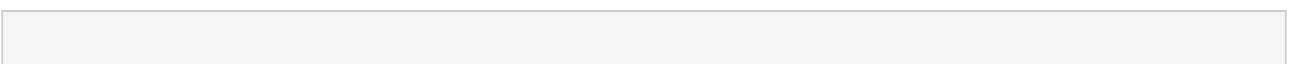
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