# Becoming a Graphic and Digital Designer: A Guide to Careers in Design

*By Steven Heller, Veronique Vienne*

**Becoming a Graphic and Digital Designer: A Guide to Careers in Design** By Steven Heller, Veronique Vienne

**Begin your graphic design career now, with the guidance of industry experts**

*Becoming a Graphic and Digital Designer* is a single source guide to the myriad of options available to those pursuing a graphic design career. With an emphasis on portfolio requirements and job opportunities, this guide helps both students and individuals interested in entering the design field prepare for successful careers. Coverage includes design inspiration, design genres, and design education, with discussion of the specific career options available in print, interactive, and motion design. Interviews with leading designers like Michael Bierut, Stefan Sagmeister, and Mirko Ilic give readers an insider's perspective on career trajectory and a glimpse into everyday operations and inspirations at a variety of companies and firms.

Design has become a multi-platform activity that involves aesthetic, creative, and technical expertise. *Becoming a Graphic and Digital Designer* shows readers that the field once known as "graphic design" is now richer and more inviting than ever before.

- Learn how to think like a designer and approach projects systematically
- Discover the varied career options available within graphic design
- Gain insight from some of the leading designers in their fields
- Compile a portfolio optimized to your speciality of choice

Graphic designers' work appears in magazines, advertisements, video games, movies, exhibits, computer programs, packaging, corporate materials, and more. Aspiring designers are sure to find their place in the industry, regardless of specific interests. *Becoming a Graphic and Digital Designer* provides a roadmap and compass for the journey, which begins today.

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## Editorial Review

From the Back Cover

**Design, redefined—a guide to your career options in one of this century's most exciting fields**

Building on the past successes of *Becoming a Graphic Designer and Becoming a Digital Designer*, this newly combined fifth edition addresses the demands of finding and succeeding at a design career in the 21st century.

With an emphasis on portfolio-building and requirements, this single-source guide contains portfolio inspiration from experts in graphic design fields like advertising, data visualization, and film design.

Interviews with leading designers like Michael Bierut, Stefan Sagmeister, and Mirko Ilic give readers an insider's perspective on career trajectory and a glimpse into everyday operations at a variety of companies and firms.

- Over 80 interviews and essays from people who have already "made it"
- International coverage of digital and traditional design work
- Hundreds of striking images from real portfolios
- Access to 10 video interviews with real designers at work
- Discussion of specific career options in print, interactive, and motion design.

From landing competitive jobs to setting out on your own or starting your own studio, *Becoming a Graphic and Digital Designer* has the advice and information you need to get going.

About the Author

**Steven Heller** is co-chair of the School of Visual Arts MFA design program. He has written over 170 books on design and has been a contributor or contributing editor to nearly 25 magazines, including *Print, Eye,* and *Baseline*. Steven writes the "Visuals" column for the *New York Times* Book Review.

**Véronique Vienne** writes books and conducts workshops on design criticism as a creative tool. She is a former magazine art director and has served as a faculty member and lecturer at art and design colleges in the United States and Europe.

## Users Review

**From reader reviews:**

**Alberta Sanchez:**

What do you regarding book? It is not important with you? Or just adding material when you require something to explain what your own problem? How about your spare time? Or are you busy man? If you don't have spare time to do others business, it is gives you the sense of being bored faster. And you have time? What did you do? Everyone has many questions above. They should answer that question since just their can do that will. It said that about guide. Book is familiar in each person. Yes, it is proper. Because start

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