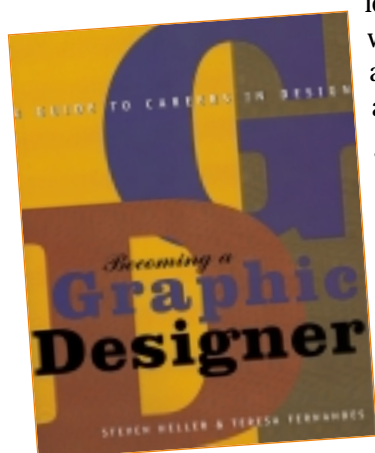# book preview

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Becoming a Graphic Designer: A Guide to Careers in Design

Steven Heller and Teresa Fernandes

John Wiley & Sons, Inc.
$29.95
http://www.wiley.com
ISBN: 0-471-29299-0

Here is the complete guide to today's graphic design careers — a clear and concise survey of the many types of opportunities available in the field. Filled with interviews and advice from leading designers, it covers graphic design media, work types and settings, educational training, portfolio preparation, getting a job, and much more.

The world of graphic design now boasts more opportunities in more industries using a broader range of media than ever before. *Becoming a Graphic Designer* gives you the information you need to start taking advantage of them.

Drawing on years of experience in the business, veteran designers Steven Heller and Teresa Fernandes cover everything from education and training, design specialties, and work settings to preparing an effective portfolio and finding a job. They profile the major industries employing graphic designers and explore advertising, corporate, editorial, and other key design disciplines.

Both traditional and electronic media are examined in detail — including print, film titles, TV graphics, Web design, motion graphics, and more. Dozens of up-front interviews with leading graphic designers let you see how companies such as Wired magazine, Martha Stewart Living magazine, and MTV hire and work with employees. These inside perspectives offer invaluable real-world insights on what different industries and positions are really like. And a resource guide to design publications and organizations points the way to further information and guidance. Complete with easy-to-use, compact sections, useful sidebars, and sample design pieces, this outstanding guide is invaluable for anyone interested in launching or developing a career in graphic design.

Book Listing

From Web to Workplace: Designing Open Hypermedia Systems
Kaj Grønbæk and Randall H. Trigg
The MIT Press, July 1999
ISBN 0262-071971-6
$45.00

The Art and Science of Digital Compositing
Ron Brinkmann
Morgan Kaufmann Publishers, June 1999
ISBN 0-12133-960-2
$54.95

Information Design
Robert Jacobson (ed.)
The MIT Press, June 1999
ISBN 0-262-10069-X
$35.00

The Inside Story of Interactive Television and Microsoft WebTV for Windows
David Feinleib, July 1999
Morgan Kaufmann Publishers
ISBN 0-12251-570-6
$44.95

Networked Virtual Environments: Design and Implementation
Sandeep Singhal and Michael Zyda
Addison Wesley Publishers/ACM Press, 1999
ISBN 0-201-32557-8
$54.95

Webmaster In A Nutshell, Second Edition
Stephen Spainhour & Robert Eckstein
O'Reilly and Associates, 1999
ISBN 1-56592-325-1
$24.95