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

Steven Heller, Veronique Vienne

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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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