Becoming a Graphic Designer: A Guide to Careers in Design

Steven Heller, Teresa Fernandes

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A revision to the bestselling visual guide to becoming a graphic designer

Becoming a Graphic Designer, Fourth Edition provides a comprehensive survey of the graphic design market, including complete coverage of print and electronic media and the evolving digital design disciplines that offer today's most sought-after jobs. Featuring 65 interviews with today's leading designers, this visual guide has more than 600 illustrations and covers everything from education and training, design specialties, and work settings to preparing an effective portfolio and finding a job. The book offers profiles of major industries, coverage of careers in exhibition design and illustration, and new focus on designing across disciplines.

- Fully updated to include information on the latest trends in evolving design disciplines
- New coverage of digital editorial design, information design, packaging design, design management, and entrepreneurship
- From an author of over 100 books on design

Complete with compact, easy-to-use sections, useful sidebars, and sample design pieces, this outstanding guide is invaluable for anyone interested in launching or developing a career in graphic design.

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