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Design Matters: Portfolios 01



Synopsis

During the past few years, portfolio management and self-promotion have taken on a far greater role within a graphic designer's business model. The degree to which they can increase their earned revenue through exceptionally defined, marketing-oriented promotions and portfolio management is paramount. These individuals and agencies now identify their product as cultural tourism and stress the role of their work as economic generators. This book defines the core elements of self-promotion and portfolio creation and provides the insights graphic designers need to showcase their work in unique and creative ways. Case studies demonstrate the different techniques designers use to create successful portfolios for different audiences and measure the results of those efforts. The book also details how often portfolios should be updated and distributed and determine workable budgets to produce a great portfolio.

Book Information

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Customer Reviews

Was looking for a book with good visual references that would help inspire new ideas for Portfolio development and unique packaging ideas in genera. This is a great source.

Loved it!

I found out it was pretty boring and not practical at all. the theory it does not convince me, maybe cause i was expecting more practical tips in the illustration area. its more for graphics design area.

but still really did not buy me.

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