



How to Be a Graphic Designer, without Losing Your Soul

Adrian Shaughnessy

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Graphic designers constantly complain that there is no career manual to guide them through the profession. Now, design consultant and writer Adrian Shaughnessy draws on the wealth of his experience to provide just such a handbook. Aimed at the independent-minded, it addresses the concerns of young designers who want to earn a living by doing expressive and meaningful work but want to avoid becoming a hired drone working on soulless projects. It offers straight-talking advice on how to establish your design career and practical suggestions - that you won't have been taught at college - for running a successful business. Within each chapter there is inspirational guidance from a range of international designers who cite their personal mistakes and experiences as well as a chapter of one-on-one interviews with 10 leading designers including Neville Brody and John Warwicker.

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