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# AIGA Professional Practices in Graphic Design: American Institute of Graphic Arts

*By Tad Crawford, AIGA*



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A main selection of the Graphic Design Book Club, AIGA Professional Practices in Graphic Design is a comprehensive guide to every aspect of the graphic design business, from designer relationships with clients, employees, and suppliers to management issues, marketing strategies, rights, and ethical standards. It covers negotiation principles, setting fees, contracts, structuring the design firm, audits, insurance basics, studio safety, marketing on the World Wide Web, copyright and licensing, trademark infringement, and business ethics. Short and long versions of the AIGA Standard Form of Agreement are included for easy reference, and a complete resources section highlights selected publications and organizations for graphic designers.



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## **Editorial Review**

### **Review**

Editor Tad Crawford has authored eleven books on business and the creative professions and evidence of his deep knowledge of the field and sensitivity to predictable-yet- gnarly conflicts is unmistakable. President and publisher of Allworth Press, he's a meticulous, lucid writer who values his profession, understanding and respecting graphic design's marketplace influence and cultural force. Crawford has solicited the wisdom of savvy, eloquent experts in the sub-fields addressed in the book's thirty chapters. . . . exacting and up-to-date legal precision and ethical thoughtfulness. Other creative arts' professions would benefit from similar sourcebooks covering their fields' particulars with the articulate clarity and occupational comprehensiveness provided by Professional Practices in Graphic Design -- *Independent Publisher, September/October, 1998*

Professional Practices in Graphic Design is the latest addition to Allworth Press's extensive line of practical and critical books concerning the business relationships and culture of design. This comprehensive professional guide to the field covers issues of management, marketing, client and employee relationships, legal rights and ethical standards, studio health and safety. It includes short and long versions of the American Institute of Graphic Arts Standard Form of Agreement for Graphic Design Services, bibliographic information and well-indexed reference guides. Professional Practices in Graphic Design defines itself as "the business 'bible' of the field and an absolutely indispensable reference tool" for the advanced student or practicing design professional. Editor Tad Crawford has authored eleven books on business and the creative professions and evidence of his deep knowledge of the field and sensitivity to predictable-yet-gnarly conflicts is unmistakable. President and publisher of Allworth Press, he's a meticulous, lucid writer who values his profession, understanding and respecting graphic design's marketplace influence and cultural force. Crawford's solicited the wisdom of savvy, eloquent experts in the sub-fields addressed in the book's thirty chapters. The several chapters under Part IV, "Rights," covering the complicated areas of copyright, fair use and infringement, plagiarism and influence, do so with exacting and up-to-date legal precision and ethical thoughtfulness. Other creative arts' professions would benefit from similar sourcebooks covering their fields' particulars with the articulate clarity and occupational comprehensiveness provided by Professional Practices in Graphic Design. -- *From Independent Publisher*

### **About the Author**

The American Institute of Graphic Arts is the premiere professional organization for graphic designers. Founded in 1914, it consists of forty-one chapters nationwide with more than ten thousand member graphic designers and related professionals. The AIGA national office is located in New York City.

Editor Tad Crawford is Publisher for Allworth Press. He has served as General Counsel for the Graphic Artists Guild and is the author of Legal Guide for the Visual Artist, Business and Legal Forms for Graphic Designers (with Eva Doman Bruck), and The Secret Life of Money (Allworth Press). A regular columnist for Communication Arts magazine, he has served as a faculty member at the School of Visual Arts in New York City.

## **Users Review**

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