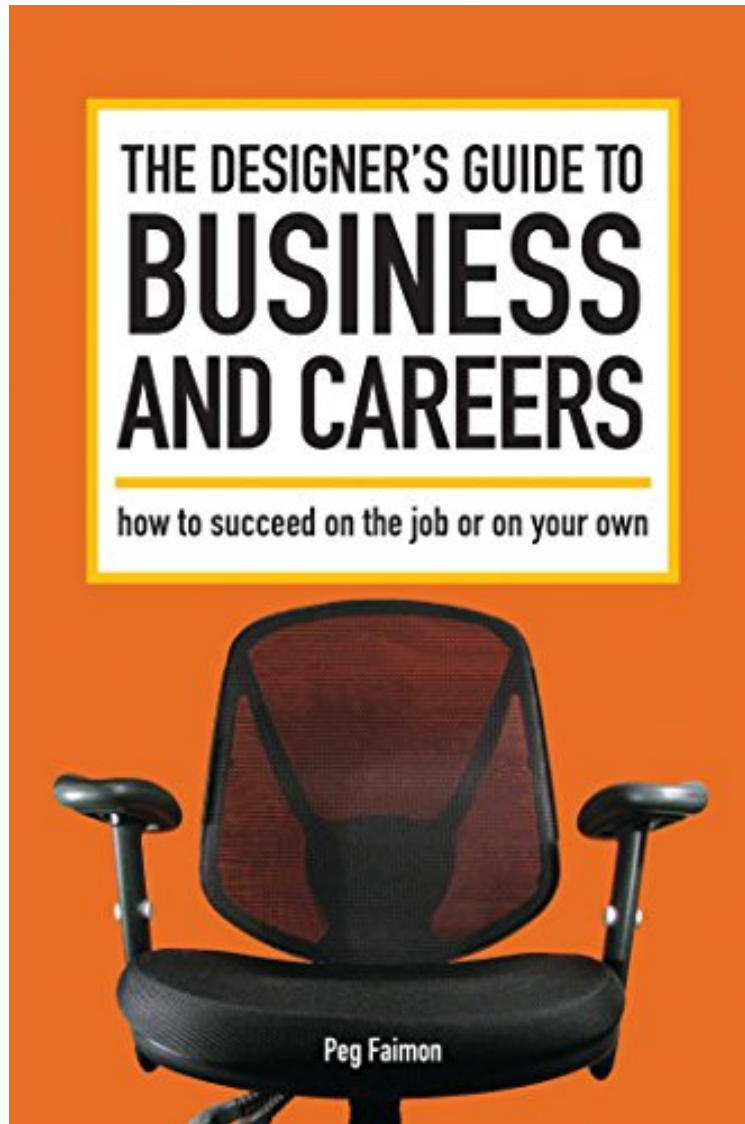


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Peg Faimon

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Find Your Niche and Be Successful
Inside are the tools you need to get your design career off to a strong start#150and maintain it for the long haul. Peg Faimon provides a comprehensive guide to basic business issues in today's competitive marketplace. Whether you just graduated from college, are building a freelance business, or are starting your own firm, this book will give you the confidence and knowledge to create a successful and fulfilling career. You'll learn how to:
Research different career paths in design and organize your job search
Craft an effective portfolio and master interview techniques
Maintain a professional image and network to ensure a consistent stream of paying projects
Collaborate effectively with clients, other designers and experts in other professions (like printers, writers, marketers and executives)
Establish a freelance business, develop your in-house career or kick start your own firm
Stay fresh and move forward in the ever-changing world of graphic design
In addition, real-world advice from working designers and an interactive format will help you apply your new skills right away. The Designer's Guide to Business and Careers will give you everything you need to experience immediate success in your career.

About the Author
Peg Faimon is a Professor of Graphic Design and Curriculum Coordinator of Interactive Media Studies at Miami University in Oxford, Ohio. In addition to teaching, Faimon maintains a design consultancy.