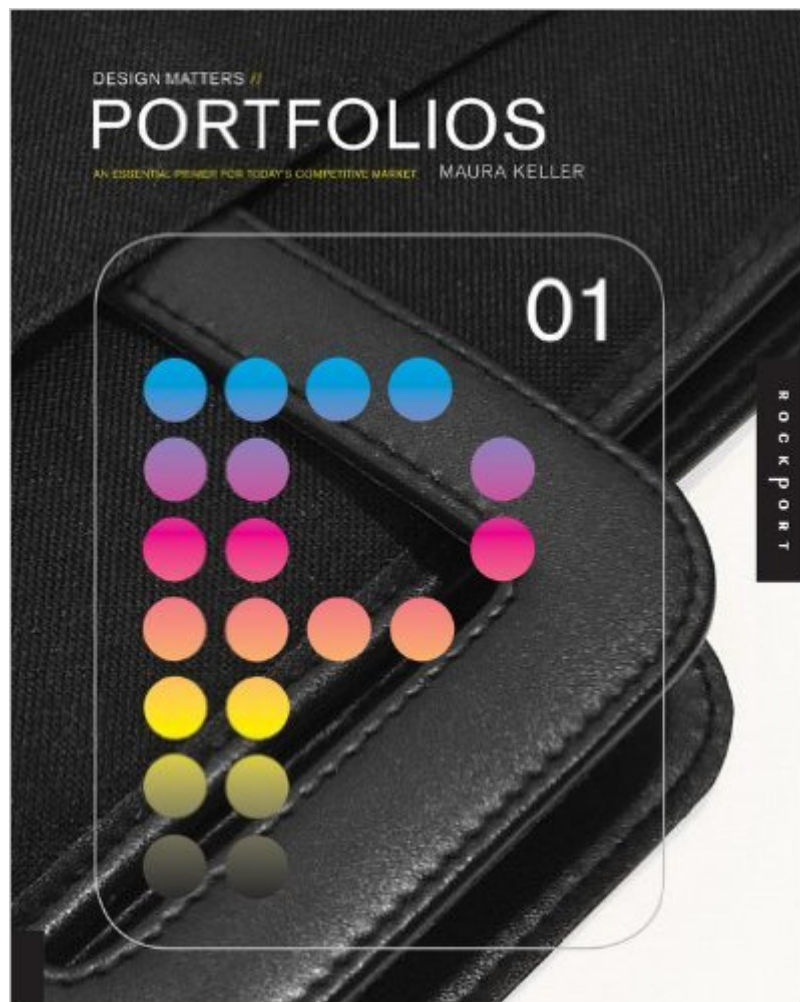


The book was found

# 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

Series: Design Matters

Flexibound: 192 pages

Publisher: Rockport Publishers (May 1, 2010)

Language: English

ISBN-10: 1592536026

ISBN-13: 978-1592536023

Product Dimensions: 1 x 1 x 1 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #589,902 in Books (See Top 100 in Books) #105 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Advertising](#) #3300 in [Books > Arts &](#)

[Photography > Decorative Arts & Design](#) #148318 in [Books > Reference](#)

## 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.

[Download to continue reading...](#)

Design Matters: Portfolios 01 Design Matters: An Essential Primer-Brochures, Logos, Packaging, Portfolios Why Architecture Matters (Why X Matters Series) Humility Matters: Toward Purity of Heart (The Matters Series) Lectio Matters: Before the Burning Bush (The Matters Series) Professional Model Portfolios: A Step-By-Step Guide for Photographers Posing Techniques for Photographing Model Portfolios Paris Rooms: Portfolios from 34 Interior Designers The North American Indian: The Complete Portfolios Microsoft Project Server 2013 Managing Projects and Portfolios Mastering Illiquidity: Risk management for portfolios of limited partnership funds (The Wiley Finance Series) The Little Book of Venture Capital Investing: Empowering Economic Growth and Investment Portfolios Design Matters: Logos 01: An Essential Primer for Today's Competitive Market (v. 1) Best Magazine Design Spd Annual: 29th Publication Design (Society of Publication Designers' Publication Design Annual) (v. 29) Graphis Product Design 2: An International Selection of the Best in Product Design (Graphis Products By Design) (v. 2) Passover by Design: Picture-perfect Kosher by Design recipes for the holiday (Kosher by Design) Interior Design: A True Beginners Guide to Decorating On a Budget (interior design, decorating your home, home decorating, diy projects, home organization, living room, design) Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design Org Design for Design Orgs: Building and Managing In-House Design Teams Type Matters!

[Dmca](#)