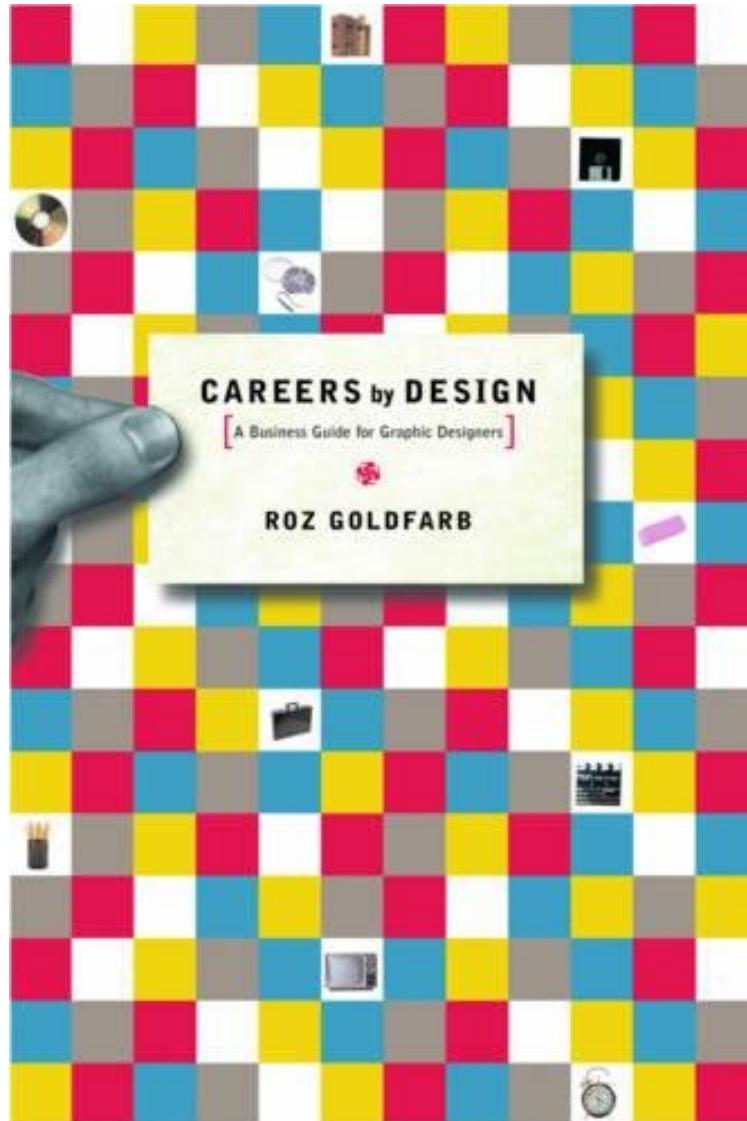


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## Careers by Design: A Business Guide for Graphic Designers

*Roz Goldfarb*

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**Roz Goldfarb : Careers by Design: A Business Guide for Graphic Designers** before purchasing it in order to gage whether or not it would be worth my time, and all praised Careers by Design: A Business Guide for Graphic Designers:

0 of 0 people found the following review helpful. Couldn't be happier with this oneBy AlexI have not read the book, but the quality of the book was phenomenal. It's not one of your buddies telling you it's near mint condition, this book looks like it's been maybe 3 times by someone who's cared for it. I was impressed with the shape it's in and i was

pleasantly surprised to see it in such good shape for a few dollars. 2 of 2 people found the following review helpful. Boring and Outdated By L. Kelly Bought this book for a Graphic Design class these spring. The latest version is from 2001 (at least when I purchased it in January 2013) and does not address careers in web design/graphics. There is some valuable information in the book regarding human resources practices and education, but I found the writing very dull and verbose. 0 of 0 people found the following review helpful. Content Still Relevant By ElmoTheCat Even though it's been a while since this revised edition, Roz Goldfarb's wisdom in this tough field is still highly relevant. Highly recommend for required reading for all designers.

Through her work with hundreds of corporations around the world, leading headhunter Roz Goldfarb provides readers a treasure trove of valuable information for thriving in this creatively driven business, including updated hiring criteria, the latest developments in technology, and the marketplace affecting design careers. Discussion in this revised and expanded third edition includes: jobs, hiring practices, salaries, portfolios, resumes, networking, headhunters, training, freelancing, and more, with a special focus on the new design disciplines, training requirements, and opportunities for the Internet. *Careers by Design* should be on the desk of every ambitious graphic designer.

From the Publisher Few fields have been as profoundly altered by technological and cultural changes as graphic design. Developments in technology have changed the way and speed at which design business is done, while the skyrocketing profile of the industry itself has opened new career avenues for design professionals. To fully benefit from these new opportunities, it is crucial for graphic designers to have a clear understanding of their profession and their role in the business world at large. Design professionals seeking their first or next permanent positions now have a potent tool at their disposal. A leading authority on the placement of design personnel, Roz Goldfarb, reveals the secrets of surviving and thriving in *Careers by Design: A Business Guide for Graphic Designers*, third edition. From the Author Through working with hundreds of corporations and firms nationally and internationally, Goldfarb has developed extensive insights into creatively driven business. "Successful designers share a passion for design that is an essential component of their lives," Goldfarb notes, comparing designers to other artists. "But design is a business, driven by many motivating business factors." About the Author Roz Goldfarb founded and heads Roz Goldfarb Associates, a specialized, full-service recruitment agency based in New York City. The agency places creative and managerial personnel in marketing communication firms, corporations, and advertising agencies nationally and internationally. While actively engaged in recruitment, Goldfarb's responsibilities additionally include establishing mergers, acquisitions, and new business ventures, as well as acting as a management consultant. She is a multi-disciplinary person whose skills emanate from many years of hands-on business management, coupled with her early training as a sculptor and painter and her tenure as the director of Pratt Institute's Associate Degree Programs, where she hired and trained numerous faculty and developed programs, design curricula, seminars, and foreign programs. Goldfarb frequently addresses professional groups and numerous educational institutions about career opportunities and the changing design environment. Recent engagements include the HOW Conference, the International Institute for Research, the Design Management Institute, the Association of Professional Design Firms, and the AIGA National Conference. She has been a visiting guest lecturer and critic at Syracuse University, FIT/State University of New York, Art Center College of Design, the Academy of Art College, the Los Angeles chapter of the AIGA, the Parsons School of Design, and Pratt Institute. In 1987, she established a scholarship with the Art Directors club of New York to further the education of talented design students who require scholarship aid. She holds a master of fine arts degree from Pratt Institute and a Bachelor of arts degree from Hunter College of the City University of New York, where she studied painting with Robert Motherwell.