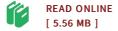


Becoming a Design Entrepreneur: How to Launch Your Design-Driven Ventures from Apps to Zines (Paperback)

By Lita Talarico, Steven Heller

Skyhorse Publishing, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. Any designer who runs a studio, office, or firm is entrepreneurial. In fact, anyone with a studio already has an infrastructure for entrepreneurial content development, and with the technological developments over the last few decades, there are more opportunities now than ever. The use of computers has allowed not only new tools for creating design, but also enables makers with entirely new ways to prototype, promote, and sell their products. Becoming a Design Entrepreneur is the guide for these designers and a breakdown of the prospects and challenges they face. Topics include: *Methods for launching a venture into the market *Tips on presentation, pitch and public relations *How to legally protect intellectual property *Ways to do effective research, and crowd source *How to benefit from social media *Sources for funding and investment and incubators *Case studies from successful and startup entrepreneurs. The ability to produce and market has helped to reposition graphic design in the new entrepreneurial economy, in which graphic design entrepreneurs are constantly raising design bars and standards. Everyone harbors at least one viable product idea, and designers can be social entrepreneurs, creating campaigns...



Reviews

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