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additions that would make this guide more useful. For details on illustration pricing, we refer you to the Graphic Artists Guild Handbook. INDEX 1) Logos and communications 2) Promotional brochures & collateral 3) Annual Reports 4) Web Development 5) Advertising 6) Magazines 7) Books 8) Illustration

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Independently

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1794390146 : 07 Feb

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merely guess what to charge their clients. As a result, profitable projects have as much to do with luck as they do anything else. In *The Psychology of Graphic Design Pricing*, you'll learn ...

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professional practices and sample pricing for various disciplines within the graphic arts industry. The book begins with salaries and trade customs for staff positions as a point of reference for graphic artists seeking employment and for self-employed artists trying to determine what to charge for their services.

**Primer Series - The**

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**Graphic Artist Guild**

We educate graphic artists on best practices through webinars, Guild enews, resource articles, and meetups. The Graphic Artists Guild Handbook: Pricing & Ethical Guidelines has raised industry standards, and provides graphic artists and their clients guidance on best practices and pricing standards. We also advocate for graphic

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artists on Capitol Hill  
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as well as  
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handbooks are very useful guides to have at your fingertips to know how much to buy and sell graphic designs for. This book is an awesome buyer's guide so you won't ever be underpaid or overcharged!

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way of raising the industry standards for designers and muralists (and all creatives, for that matter!). The starving artist stereotype runs deep, but it's time we challenged it. Here's a bunch of frequently asked questions about it.

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