

1. Record Nr.	UNINA9910461549003321
Autore	Keller Maura
Titolo	Portfolios 01 [[electronic resource] ] : an essential primer for today's competitive market // Maura Keller
Pubbl/distr/stampa	Beverly, Mass., : Rockport Publishers, c2010
ISBN	1-61673-876-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (195 p.)
Collana	Design matters
Disciplina	741.6068/8
Soggetti	Art portfolios - Design Graphic arts - Marketing Design services - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction : the art of portfolio design -- Planning : the big picture -- Creating : lather, rinse, repeat -- Implementing : schedule and budget.
Sommario/riassunto	During the past few years, portfolio management and self-promotion have taken on a far greater role within a graphic designer's business model.