1.	Record Nr.	UNINA9910464020403321
	Autore	Heller Steven
	Titolo	Becoming a graphic and digital designer [[electronic resource]] : a guide to careers in design / / Steven Heller & Veronique Vienne
	Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , 2015 ©2015
	ISBN	9781119044703 9781118771983
	Edizione	[Fifth edition.]
	Descrizione fisica	1 online resource (336 pages)
	Disciplina	741.6023
	Soggetti	Commercial art - Vocational guidance Graphic arts - Vocational guidance Computer graphics - Vocational guidance Electronic books.
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Graphic design -- Design genres -- Transitional design -- Digital design -- Design education.
	Sommario/riassunto	Design, redefined-a guide to your career options in one of this century's most exciting fields Building on the past successes of Becoming a Graphic Designer and Becoming a Digital Designer, this newly combined fifth edition addresses the demands of finding and succeeding at a design career in the 21st century. With an emphasis on portfolio-building and requirements, this single-source guide contains portfolio inspiration from experts in graphic design fields like advertising, data visualization, and film design. Interviews with leading designers like Michael Bierut, Stefan Sagmeister, and