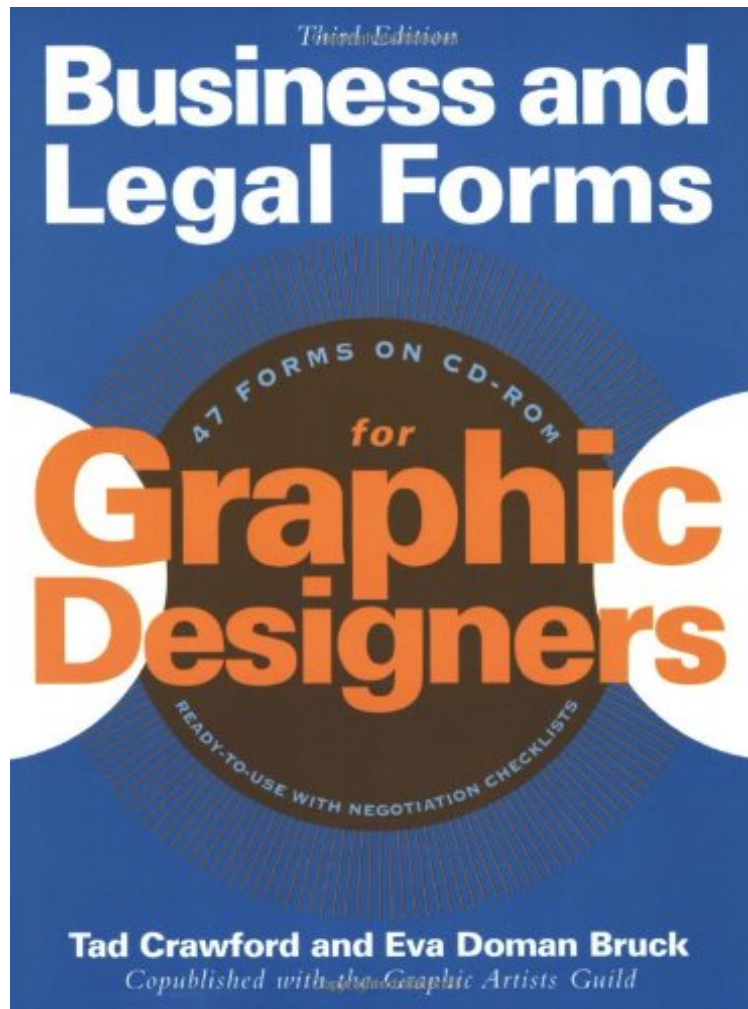


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## Business and Legal Forms for Graphic Designers (3rd Edition)

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Must Have for Entrepreneurs By B. Keene I purchased this book because I am starting my own graphic design business. After searching the web for examples of business contracts I realized that I needed a source book for examples of business contracts. I am very happy with this book. Although the forms are on the CD that accompanies the book, I am using my own letterhead to format my forms. I did not realize that I needed the many types of business forms, such as a revisions form, in the event that I client changes the design of a project, and I really needed a form for my time sheet. The book has a lot of business forms and an explanation of why certain forms are needed and what each item in a form or contract means. Thus, you can adapt the information to meet specific needs for a client or project. I can definitely recommend this book to entrepreneurs in the design field. You will be happy that you spent your money on a practical source book.

The must-have business and legal reference for the graphic design industry, now updated for the next generation. This classic industry tool, now in its fourth edition, brings together more than fifty essential and ready-to-use forms for graphic designers. All forms are accompanied by thorough explanations and are made available on CD-ROM so that they can be easily customized. *Business and Legal Forms for Graphic Designers* also provides step-by-step instructions, advice on standard contractual provisions, and unique negotiation checklists so you can deal correctly with clients and manage your office efficiently. Included are: Project plan and budget Proposal form Credit reference form Job index Job sheet Time sheet Studio production schedule Estimate request form Artwork log and digital file management Project confirmation agreement Website design agreement Contract with illustrator or photographer Employment agreement Applications for copyright registration of designs Trademark application Commercial lease And many more New to this edition are forms for arbitration, general and mutual releases, employee warning and dismissal letters, and promissory notes. Don't get stuck paying expensive lawyers fees or accepting less than what your designs are worth. Whether you are an established designer or just starting out, this guide will help you to save money, protect yourself, and negotiate for maximum profit.

"For designers who feel their design practices lack organization, this book could be immensely helpful." About the Author Eva Doman Bruck had more than thirty-five years of experience as a design industry professional and served as director of creative resources at Future Brand and a manager for the Hearst New Media Center. She was a member of the School of Visual Arts MFA in Design Program and published articles on design firm management in *How, Step-by-Step Graphics*, *Ulc*, and the *AIGA Journal of Graphic Design*. Tad Crawford grew up in the artists' colony of Woodstock, New York. He is the author of many nonfiction books and his writing has appeared in venues such as *Art in America*, *the Caf Irreal*, *Confrontation*, *Communication Arts*, *Family Circle*, *Glamour*, *Guernica*, *the Nation*, and *Writer's Digest*. The founder and publisher of Allworth Press, he lives in New York City.