

Writing For Design Professionals A Guide To Writing Successful Proposals Letters Brochures Portfolios Reports Presentations And Job Applications

This extremely well-illustrated guide gives technical professionals the skills needed to communicate with others. It progresses step by step through the process of effectively designing a document or presentation from initial conception through final completion -- including a special focus on electronic tools for communication. A must-have reference for technical professionals interested in better ways for preparing documents and presentations.

Reading Graphic Design in Cultural Context explains key ways of understanding and interpreting the graphic designs we see all around us, in advertising, branding, packaging and fashion. It situates these designs in their cultural and social contexts. Drawing examples from a range of design genres, leading design historians Grace Lees-Maffei and Nicolas P. Maffei explain theories of semiotics, postmodernism and globalisation, and consider issues and debates within visual communication theory such as legibility, the relationship of word and image, gender and identity, and the impact of digital forms on design. Their discussion takes in well-known brands like Alessi, Nike, Unilever and Tate, and everyday designed things including slogan t-shirts, car advertising, ebooks, corporate logos, posters and music packaging.

The updated resource covers all aspects of architectural practice, featuring new material on sustainable design, managing multiple offices, lifelong learning, mentoring, and team building; revised content on programming, project management, construction contract administration, risk management, and ethics; and coverage of small firm considerations as well as emerging issues such as integrated practice and integrated project delivery."--Jacket.

The Routledge Handbook of Teaching Landscape A Handbook for Technical Professionals

Reading Graphic Design in Cultural Context

The Non-designer's Design Book

For Design and Construction Professionals

The Architecture Student's Handbook of Professional Practice

Unlike the early days of Photoshop, for several years now most Photoshop books have been aimed at photographers; there is a big hole on the bookstore shelf that needs to be filled by a Photoshop book that is geared specifically towards graphic design professionals and production artists. This core audience should not have to wade through useless chapters of content geared towards other users of the application, namely professional photographers, web designers, and video editors. Mastering Photoshop for Print Design and Production sets graphic designers and production artists in the right direction when implementing the latest version of Photoshop into their everyday workflow. It demonstrates how to use Photoshop for all aspects of print, from simpler tasks such as basic color correction and masking, to more advanced tasks such as color management, utilizing layers comps, and troubleshooting and automating RGB-to-CMYK color conversion. Entirely four-color throughout, Mastering Photoshop for Print Design and Production fulfills the promise of the Mastering series, to provide real-world skills to professionals and students. Like all Mastering books, this one includes a "by pros for pros" approach: The author is an active professional working in graphic arts, layout, and design, writing for professionals who want to improve their skills or learn new skills. Real-world examples: Running throughout the text are examples of how the various skills are applied in scenarios faced by real practitioners. Skill-based teaching and hands-on exercises. Companion files for tutorials and projects are provided on the accompanying CD-ROM. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Engineers are smart people. Their work is important, which is why engineering material should be written as deliberately and carefully as it will be read. Engineering Writing by Design: Creating Formal Documents of Lasting Value demonstrates how effective writing can be achieved through engineering-based thinking. Based on the authors' combined experience as engineering educators, the book presents a novel approach to technical writing, positioning formal writing tasks as engineering design problems with requirements, constraints, protocols, standards, and customers (readers) to satisfy. Specially crafted for busy engineers and engineering students, this quick-reading, conversational text: Describes how to avoid logical fallacies and use physical reasoning to catch mistakes in claims Covers the essentials of technical grammar and style as well as the elements of mathematical exposition Emphasizes the centrality of the target audience, and thus the need for clear and concise prose Engineering Writing by Design: Creating Formal Documents of Lasting Value addresses the specific combination of thinking and writing skills needed to succeed in modern engineering. Its mantra is: to write like an engineer, you must think like an engineer.

Featuring illustrative examples, chapter summaries and exercises, quick-reference tables, and recommendations for further reading, this book is packed with valuable tips and information practicing and aspiring engineers need to become effective writers. Making smaller A/E/C firms more productive and moreprofitable Want to do big things with a small company? This no-nonsense guideshow leaders of smaller architecture, engineering, and designfirms how to compete successfully against larger organizationswithout becoming one of them. It demonstrates how a smaller firmcan position itself to bring more value to its clients, operateover a larger geographical area, and develop a strategic plan forincreasing revenues and profits. Featuring new chapters on forming strategic alliances andmaximizing the benefits of information technology, this new editionpresents updated case studies of more than fifty small designfirms. These firms have achieved remarkable success and handledlarge contracts with limited staff, and the case studies illustratehow they learned to: * Anticipate client needs and meet them in advance * Narrow the target market and expand the client base * Leverage core competencies to create powerful marketingtools * Establish strategic partnerships * Survive and thrive during an economic downturn Read Staying Small Successfully, Second Edition and follow itsrecommendations one step at a time. Your company will stay small,but your business, your revenues, and your profits will soar.

Urban rooftop gardens were little more than variations on sedum mats on four inches of soil. Now, designers are creating cutting-edge green roofs that focus not only on critical environmental issue like heat, storm management, and ecosystem development, but also on the aesthetics, offering beautiful, livable, sustainable landscapes. The Professional Design Guide to Green Roofs is a comprehensive exploration of rooftop garden design and the process behind it. It covers everything landscape architects and garden designers need to know to create a beautiful garden in the sky. With lush photography, international examples, and solid how-to information, this is an essential resource for all design professionals.

A Designer's Manual to Strategic Communication and Presentation

Practice Management for Design Professionals

The Redesign of Design

Writing for Multimedia and the Web

The Culture of Design

The Professional Design Guide to Green Roofs

Praise for the first edition: "Julier provides an important contemporary account of how design disciplines act and interact in the world.... an important resource for the student of design... perfection as a cultural studies text?" -European Journal of Cultural Studies Aimed at students of design studies, design history, cultural studies and sociology, The Culture of Design, offers a unique overview of design practice in contemporary culture and society. Drawing on a range of theoretical perspectives, Julier nevertheless foregrounds the everyday business and professional context in which designers work. The second edition of The Culture of Design, has been thoroughly revised and updated, and contains new case studies, including one on the iPod. In addition, the book now has a new introductory chapter that outlines academic approaches to "design culture?" and an extended final chapter which looks at the links between design and management studies and how the creative industries function in the context of urban regeneration and social participation.

There are a lot of good books available to help people write better. They include dictionaries, usage guides, and various types of writers' manuals -- and professional writers ought to have many of those books on their bookshelves. But most architects and other design and construction professionals are not professional writers. Instead, they are people who spend a large part of their professional lives writing. That's a big difference, and that's where this book will help. The Architect's Guide to Writing has been written not by an English major, but by Bill Schmalz, an architect who knows the kinds of documents his fellow professionals routinely have to write, and understands the kinds of technical mistakes they often make in their writing. This book is designed to meet the specific needs of design and construction professionals. It's not going to waste their time with the things that most educated professionals know, but it will help them with the things they don't know or are unsure of. It's not a Chicago Manual-sized encyclopaedic reference that includes everything any writer would ever need to know, because architects don't need to know everything.

But what they do need to know -- and what they use every day in their professional lives -- has been assembled in this book.

Writing for Design ProfessionalsA Guide to Writing Successful Proposals, Letters, Brochures, Portfolios, Reports, Presentations, and Job Applications for Architects, Engineers, and Interior DesignersW. W. Norton & Company

"Becoming a designer takes a huge amount of time and education. With so many skills to learn, many people never get the chance to master the one skill that can give them a real advantage in business or academia: They never learn to write well." In Writing for the Design Mind author, designer and educator Natalia Ilyin offers clear, concise, and humorous writing tips, techniques and strategies to people who have spent their lives mastering design rather than learning to write. Ilyin's book helps designers approach writing in the same ways they approach designing -- teaching

skills and methods through encouragement, practical exercises and visual advice. Writing well is a skill, like any other, and with this book you can learn to do it with confidence. #Winner in the 50 Books I 50 Covers award 2019 from the AIGA/

The Graphic Designer's Guide to Better Business Writing

Situating Design in Alberta

A Practical Guide to Avoiding Liability and Enhancing Profitability

Writing and Research for Graphic Designers

The Ultimate Guide to Video Game Writing and Design

The portfolio is the single most important document that a student has to demonstrate his or her expertise. Portfolio Design for Interiors uses real student examples, backed by industry standards and the expertise of the authors, to prepare aspiring interior design professionals to impress.

A diverse collection of scholarly and practical perspectives on the field of design in Alberta.

Learning how to write for just one type of interactive media, such as web sites or games, is not enough! To be truly successful as an interactive writer or designer, you need to understand how to create content for all types of new media. Writing for Multimedia and the Web is the most comprehensive guide available for interactive writing. It covers web sites, computer games, e-learning courses, training programs, immersive exhibits, and much more. Earlier editions have garnered rave reviews as a writing handbook for multimedia and web professionals, as well as a classroom text for interactive writing and design. New Sections and Completely Updated Chapters: "Writing a corporate web site T. Rowe Price "Creating blogs and podcasts "Web writing tips from usability experts "Optimizing text for web search engines "Defining the user with use cases and user scenarios "Software for organizing and writing interactive media content "Script formats for all types of multimedia and web projects "Writing careers

The potential guide to beginning your career in architecture The Architecture Student's Handbook of Professional Practice opens the door to the vast body of knowledge required to effectively manage architectural projects and practice. A professional architect is responsible for much more than design; this book is specifically designed to help prepare you for the business and administrative challenges of working in the real-world--whether you are a student or are just starting out in practice. It provides clear insight into the legal, financial, marketing, management, and administrative tasks and details that are integral to keeping a firm running. This new edition has been restructured to be a companion textbook for students undertaking architectural practice classes, while also fulfilling the knowledge needs of interns and emerging professionals. It supplements information from the professional handbook with new content aimed at those setting out in the architectural profession and starting to navigate their careers. New topics covered in this new edition include: path to licensure, firm identity, professional development, strategic planning, and integrated project delivery. Whether you want to work at a top firm, strike out on your own, or start the next up-and-coming team, the business of architecture is a critical factor in your success. This book brings the fundamentals together to give you a one-stop resource for learning the reality of architectural practice. Learn the architect's legal and ethical responsibilities Understand the processes of starting and running your own firm Develop, manage, and deliver projects on time and on budget Become familiar with standard industry agreements and contracts Few architects were drawn to the profession by dreams of writing agreements and negotiating contracts, but those who excel at these everyday essential tasks impact their practice in innumerable ways. The Architecture Student's Handbook of Professional Practice provides access to the "nuts and bolts" that keep a firm alive, stable, and financially sound.

Mastering the Language of Buildings and Cities

Advanced Photoshop CC for Design Professionals Digital Classroom

Staying Small Successfully

Creating Formal Documents of Lasting Value

Writing for the Design Mind

2006 Building Technology Educators' Symposium Proceedings

When you depend on users to perform specific actions--like buying tickets, playing a game, or riding public transit--well-placed words are most effective. But how do you choose the right words? And how do you know if they work? With this practical book, you'll learn how to write strategically for UX, using tools to build foundational pieces for UI text and UX voice strategy. UX content strategist Torrey Podmajersky provides strategies for converting, engaging, supporting, and re-attracting users. You'll use frameworks and patterns for content, methods to measure the content's effectiveness, and processes to create the collaboration necessary for success. You'll also structure your voice throughout so that the brand is easily recognizable to its audience. Learn how UX content works with the software development lifecycle Use a framework to align the UX content with product principles Explore content-first design to root UX text in conversation Learn how UX text patterns work with different voices Produce text that's purposeful, concise, conversational, and clear

Take your Photoshop CC skills to the next level with this complete, advanced training package Adobe Photoshop is the industry leading image-editing program for digital photographers, graphic designers, and web developers. The newest version includes even more great tools to manage and enhance your images. This book-and-DVD package focuses on using the more advanced Photoshop CC features such as curves, levels, blending modes, painting and drawing tools, and the latest special effects to create professional-quality designs and images for web and video. You can learn at your own pace, using the step-by-step instructions in the book and supplementary exercises on the DVD. Encourages you to develop your skills in the program's finer points with these 13 self-paced lessons developed by the AGI Creative Team Features illustrated, step-by-step instructions plus video tutorials and lesson files, all created by expert instructors Covers Adobe Bridge and Camera RAW, then focuses on advanced techniques including curves, levels, blending modes, painting and drawing tools, and the latest Photoshop CC special effects Enables web developers and graphic designers to make full use of the advanced features of Photoshop CC (Creative Cloud) Advanced Photoshop CC Digital Classroom takes your Photoshop CC skills a step further, giving you more control over your images. Note: DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

Architects and allied professionals are required to document much of their work through written communication throughout out all phases of a project. Where there are many professional books that focus on writing techniques and effective letter writing, this new title provides design professionals with the actual forms and documents essential throughout all stages of their work, and is a practical and useful resource for architects, engineers and landscape designers. * Time saving forms offer simple wording for all aspects of a design and construction project, ensuring that documents are presented professionally through a project * Offers a wide range of sample documentation specifically used by design industry professionals - from pre-design through post construction - allowing the reader to select the appropriate paperwork at the appropriate stage * A supplementary CD makes forms instantly accessible, adaptable and ready to use * Authored by the leading organisation in the field and endorsed by the American Institute of Architects

Starting Your Career as an Interior Designer contains all the necessary tools and strategies to successfully launch and grow a professional design business in the competitive world of interior design. Drawing on the authors' extensive experience, this book includes case studies, and personal anecdotes that help teach you how to: - choose a design field - obtain and keep clients - garner referrals - market and position your business - bid competitively on projects - manage sales - organize a budget - manage start-up costs and cash flow - promote your business - branch out into product and architectural design - design within a retail environment - set pricing guidelines - sell to your target demographic - set up your office. Readers will find a history of the business side of interior design as well as various career tracks available to today's budding entrepreneur. Any early career interior designer or student looking for practical advice on the ins and outs of running a design firm will need this one-stop guide. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Writing by Design

Engineering Writing by Design

Strategic Writing for UX

Convergence

Writing for Design Professionals

A Guide for Architects, Engineers, and Design Professionals

A lot has happened in the world of digital design since the first edition of this title was published, but one thing remains true: There is an ever-growing number of people attempting to design everything from newsletters to advertisements with no formal training. This book is the one place they can turn to find quick, non-intimidating, excellent design help from trusted design instructor Robin Williams. This revised and expanded classic includes a new chapter on designing with type, more quizzes and exercises, updated projects, and new visual and typographic examples that give the book a fresh, modern look. In The Non-Designer's Design Book, 4th Edition, Robin turns her attention to the basic principles that govern good design. Perfect for beginners, Robin boils great design into four easy-to-master principles: contrast, repetition, alignment, and proximity (C.R.A.P.). Readers who follow her clearly explained concepts will produce more sophisticated and professional work immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap--which is just what audiences have come to expect from this bestselling author.

"This book is specifically written for architecture students about to begin their careers"--

Two leading game designers take readers step by step through the entire process of creating a video game, from developing a story and integrating it into a game, to writing the game script, creating the design document, working with intellectual property rights and licensing, and selling an idea to developers and publishers. Original.

Extraordinary architecture addresses so much more than mere practical considerations. It inspires and provokes while creating a seamless experience of the physical world for its users. It is the rare writer that can frame the discussion of a building in a way that allows the reader to see it with new eyes. Writing About Architecture is a handbook on writing effectively and critically about buildings and cities. Each chapter opens with a reprint of a significant essay written by a renowned architecture critic, followed by a close reading and discussion of the writer's strategies. Lange offers her own analysis using contemporary examples as well as a checklist of questions at the end of each chapter to help guide the writer. This important addition to the Architecture Briefs series is based on the author's design writing courses at New York University and the School of Visual Arts. Lange also writes a popular online column for Design Observer and has written for Dwell, Metropolis, New York magazine, and The New York Times. Writing About Architecture includes analysis of critical writings by Ada Louise Huxtable, Lewis Mumford, Herbert Muschamp, Michael Sorkin, Charles Moore, Frederick Law Olmsted, and Jane Jacobs. Architects covered include Marcel Breuer, Diller Scofidio + Renfro, Field Operations, Norman Foster, Frank Gehry, Frederick Law Olmsted, SOM, Louis Sullivan, and Frank Lloyd Wright.

Professional Practice for Interior Designers

Principles and Procedures

Writing About Architecture

A Practical Guide to Content Development for Interactive Media

The Architect's Handbook of Professional Practice

A Guide to Writing for Human Service Professionals

The leading guide to the business practice of the interior design profession, updated to reflect the latest trends for nearly thirty years. Professional Practice for Interior Designers has been a must-have resource for aspiring designers and practicing professionals. This revised and updated Sixth Edition continues to offer authoritative guidance related to the business of the interior design profession--from the basics to the latest topics and tools essential for planning, building, and maintaining a successful commercial and other pedagogical tools. This revised edition contains new chapters on interior design in the global environment, building client relationships, and online marketing communications. The author also includes updated information on web and social media marketing, branding, and prospecting for global projects. Recommended by the NCIDQ for exam preparation, this Sixth Edition is an invaluable resource for early career designers or those studying to enter the profession. This important book: Contains three new chap marketplaces. Includes new or updated sections that reflect the recent trends related to social media, branding, sustainable design practice and more Offers invaluable pedagogical tools in every chapter, including chapter objectives and material relevant for the NCIDQ Instructors have access to an Instructor's Manual through the book's companion website

Examines how they work in practice. Updated with the most recent developments in the legal aspects of architectural, engineering, and the construction processes, this text is also a valuable reference for practitioners that has been cited in over twenty-five court decisions. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. Now in its second edition--updated and expanded to address such issues as email etiquette and Web-based marketing, communication, and job searches--the best-selling Writing for Design Professionals is the standard guide for mastering the complexities of effective writing in professional practice. Stephen A. Kiment explains the principles of clear writing, from the formal--Dear Ms. Jones. I recently visited Polk Street Elementary School, and I agree the facility urgently needs to be modernized to make way for the pre-Associates, can make this happen" to the punchy remarks of the late William Caudill. "Say 'frog,' we'll jump." Dozens of sample letters, proposals, brochures, reports, book reviews, oral presentations, staff communications, and more--all drawn from the world of practice, and in both print and electronic formats--guide readers through the ins and outs of composing the end-products of writing. Writing for Design Professionals is organized for easy reference, and includes the following topics: - marketing Web sites, cover writing - writing in school - job applications and Web-based job boards - writing in academe - writing for the media - writing as a career - public speaking plus: how to avoid jargon and gender-specific language, tailor your writing to your audience, enhance your writing with appropriate graphics, write to international clients, write as a product manufacturer, and measure the impact of what you write. Resources include lists of design media Like a trustworthy desk-side consultant, Writing for Design Professionals, Second Edition

student who wishes to present a polished, professional image through effective written communication. Written in collaboration with the European Council of Landscape Architecture Schools (ECLAS) and LE. NOTRE, The Routledge Handbook of Teaching Landscape provides a wide-ranging overview of teaching landscape subjects, from geology to landscape design, reflecting different perspectives and practices at university-level landscape curricula. Focusing on the didactics of landscape education, this fully illustrated handbook presents and discusses pedagogy, teaching traditions, experimental teaching methods and new the landscape and transforming the landscape. Contributions from leading experts in the field, such as Simon Bell, Marc Treib, Jörg Reklittke and Susan Herrington, explore landscape analysis, history and theory, design visualisation, creativity and art, planning studio teaching, field trips and site engineering. Aimed at engaging academic researchers and instructors across disciplines such as landscape architecture, geography, ecology, planning and archaeology, this book is a must-have guide to landscape pedagogy as it is the

Project Management for Design Professionals

AIGA Professional Practices in Graphic Design

Starting Your Career as an Interior Designer

Drive Engagement, Conversion, and Retention with Every Word

Landscape Architecture

Writing is Designing

The Architect's Essentials of Professional Practice Series provides substantive information on the business of architecture and its affiliated professions to maintain and improve the quality of the professional and business environment. Architects and designers are usually required to prepare and submit proposals in order to secure new business and the success of these proposals has a direct impact on the success or failure of any given firm. Architectural firms spend an average of £ '000s preparing proposals. This guide offers full coverage of how to create a proposal that will get the job Looks at how to personalise proposals as well as effectively targeting it to maximise success rates Without words, apps would be an unusable jumble of shapes and icons, while voice interfaces and chatbots wouldn't even exist. Words make software human--centered, and require just as much thought as the branding and code. This book will show you how to give your users clarity, test your words, and collaborate with your team. You'll see that writing is designing.

"This is the first handbook for those designers who write and those writers who design. ... Some of the features are: Introduction to various forms of writing and research: trade journalism, scholarly discourse, criticism, general journalism, and business-to-business capability communications. How images can be visualized through words. How to express, analyze, and report on the issues and news of design practice. Turning information into strategic assets. Using library, online, primary and secondary sources, and more. Writing for magazines, blogs, papers, lectures, journals, books--and even press releases. How design, typography, and illustration supports writing."--Back cover.

Updated edition of the comprehensive rulebook to the specifier's craft With this latest update, Construction Specifications Writing, Sixth Edition continues to claim distinction as the foremost text on construction specifications. This mainstay in the field offers comprehensive, practical, and professional guidance foundering the purposes and processes for preparation of construction specifications. This new edition uses real-world document examples that reflect current writing practices shaped by the 2004-2014 principles and requirements of major professional associations, including the American Institute of Architects (AIA), the Engineers Joint Contract Documents Committee (EJCDC), and the Construction Specifications Institute (CSI). Also included are guidelines for correct terminology, product selection, organization of specifications according to recognized CSI formats, and practical techniques for document production. Fully revised throughout, this Sixth Edition includes: Updates to MasterFormat 2004, as well as SectionFormat/PageFormat 2007 and Uniformat End-of-chapter questions and specification-writing exercises Samples of the newly updated construction documents from the AIA New chapter on sustainable design and specifications for LEED projects Updated information on the role of specifications in Building Information Modeling (BIM)

Mastering Photoshop CS3 for Print Design and Production

A Guide to Writing Successful Proposals, Letters, Brochures, Portfolios, Reports, Presentations, and Job Applications for Architects, Engineers, and Interior Designers

Handbook of Forms and Letters for Design Professionals

The Architects Guide to Writing

Words and the User Experience

Architect's Essentials of Winning Proposals

Visual-thinking graphic designers sometimes struggle to express themselves clearly and effectively in writing. Now there's help! The Graphic Designer's Guide to Better Business Writing teaches graphic designers how to write compelling business communications. Created especially to address the needs of graphic designers, this handy guide breaks the writing process down into simple, easy-to-understand stages and offers practical writing and presentation models that can be put to use immediately. Real-world examples cover an array of essential topics: writing winning resumes and cover letters, landing accounts, writing polished letters and reports, creating design briefs, and much more. As a bonus, the authors include time-saving insider tricks of the trade, gleaned from interviews with design professionals and creative directors from across the country. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

In the mid-1960s geotechnical engineers paid the highest liability insurance of any profession and by 1969 were virtually uninsurable. As a result, the ASFE was founded and helped these engineers not only lower their insurance rates, but get to the point where, by 1980, they were the least liability-prone members of the design profession. Now, John Bachner and the ASFE tell all other design professionals how to accomplish the same task. This book, which incorporates the ASFE's Introduction to Professional Practice program for advancing architects' and engineers' knowledge of professional practice issues, addresses almost every aspect of the design professionals' practice as they relate to liability, from procedures for verifying the accuracy of technical output to steps for improving client and project selection, workslope development, personnel training and dispute resolution.

"Provides definitive guidelines on all aspects of the graphic design business."--FYI. * Newly revised and expanded version of an industry classic--5,000 solid! * Up-to-the-minute! Includes web, interactive, and green design, new legislation! * Each chapter written by an authority on the subject. Here's the definitive guide to professional business practices in graphic design, now fully revised and updated for the digital age. Up-to-the-minute coverage of web, interactive, and motion graphics design, potential repercussions of legislation on Orphan Works; protection of fonts and software; managing creative people; using professional help such as lawyers; and much more. Each in-depth chapter, covering such topics as professional relationships, fees, contracts, managing large projects, copyright and trademark issues, electronic uses, and more, has been written by an authority in the field. The newly revised AIGA Standard Form for Design Services is included for the convenience of readers, along with a complete resources section. No designer should do business without this comprehensive, authoritative book. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

Straightforward and concise, the second edition of A Guide to Writing for Human Service Professionals offers students and professionals practical tools to improve their writing. In his animated and highly accessible teaching voice, Glicken presents the rules of punctuation, grammar, and APA style in jargon-free language that's easy to understand. Chapters include detailed, real-world examples on how to write academic papers, client assessments and evaluations, business letters, research proposals and reports, papers for mass audiences, requests for funding, and much more. Glicken provides the most comprehensive writing guide available in an engaging and digestible format, including end-of-chapter exercises that allow readers to further practice their writing and critical thinking skills. A Guide to Writing for Human Service Professionals is an invaluable resource for current and future human service professionals across social work,

psychology, and counseling. Updates to the Second Edition include: New writing exercises in every chapter to help current and future human service professionals improve critical thinking and expository writing skills New discussion on social media writing, cyberslang, and writing articles for the mass media on issues related to the human services A greater emphasis on the difference between politically correct writing and writing that shows sensitivity to diversity Expanded coverage of critical thinking and writing, conducting research, and plagiarism New examples of resume writing, business letters, and reference letters Expanded discussion of the importance of writing clear mission statements and agency goals

Legal Aspects of Architecture, Engineering & the Construction Process

Portfolio Design for Interiors

Writing, Speaking, & Communication Skills for Health Professionals

Design and Typographic Principles for the Visual Novice

Construction Specifications Writing

"There is today a pronounced and accelerated convergence in architecture. This convergence is occurring by doers not thinkers; in practice not academia; in building design, fabrication, and construction. It is about solution-centric individuals engaged in real time problem solving, not in abstractions. The nature of this convergence, where things are converging and what that means for architecture, is the subject of this book." --from the Introduction
Those working in architecture and engineering feel pressure to work faster, at lower cost, while maintaining a high level of innovation and quality. At the same time, emergent tools and processes make this possible. Convergence is about the firms, teams and people who thrive in this environment as a result of their ability to creatively combine and innovate. It seeks to answer several timely questions: What are the tools and work processes that are converging? How are individuals and organizations converging their tools and work processes? What challenges and benefits are they seeing? What is the ultimate endgame of this convergence? What skillsets and mindsets would someone need to develop to work effectively in this changing environment? What are the implications of convergence on the role of the designer, and on design? On how we design, build, fabricate, and construct? On how we work? The book explains how convergence relates to, but ultimately differs from integration, consolidation, multi-tasking, automation, and other forms of optimization. The practice-based research builds upon the author's research in BIM and in the collaborative leveraging of data in design and fabrication. As an investigation and meditation on the impact of technology on the education and making of design professionals Convergence explains what is happening in the world of design, and discusses the implications for the future of education, training and practice.