

GRAPHIC DESIGN INDUSTRY GUIDE

Updated July 2019



This is a guide to some of the resources available within the British Library Business & IP Centre relevant to the graphic design industry.

Inside you will find sources of information such as market research (statistics, trends and developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the graphic design industry and also for those wanting to further their knowledge within this area.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing and company structures.

accessible via
electronic
databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation as well as highlighting other sources of information and advice available.

Business Opportunity Profiles (BOP)

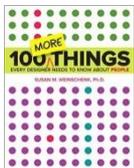
Advertising Agency	BOP480
Artist	BOP455
Art Supplies Shop	BOP 301
Calligraphy Service	MBP346
Design Agency	BOP470
Graphic Designer	BOP035
Greetings Card Maker	BOP144
Illustrator	BOP177
Mural Artist	MBP177
Web Designer/Developer	BOP347
Wedding Stationery Maker	BOP476

Business Information Fact Sheets (BIF)

Choosing and Using a Graphic Designer	BIF013
Choosing and Using a Website Designer	BIF326
Copyright to Protect Your Work	BIF218
Creating a Business Logo	BIF266
Registering and Protecting Your Product Designs	BIF249

Small Business Help Books

This is a collection of books containing practical information for those starting and running a business. Located within the Business & IP Centre.



100 more things every designer needs to know about people (Susan Weinschenk)

[SBH. PDIP.1]

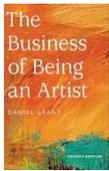
Applies the latest research in psychology, neuroscience, brain research, and social psychology to the design of technology products, including websites, apps, wearables, and artificial intelligence.



Becoming a video game artist: from portfolio design to landing the job (John Pearl)

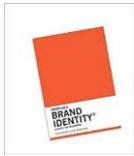
[SBH.BT.8]

A guide to navigating a career in video games by teaching how to make your portfolio shine, what expect once hired, and how to make the best decisions to help flourish your talents and cultivate an exciting career.



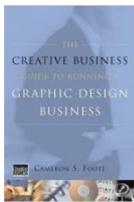
The business of being an artist (Daniel Grant) [SBH.BT.131]

Contains information on how artists can learn to sell their work with an understanding on the principles of marketing and sales. Topics covered include: Exhibition opportunities for emerging and mid-career artists, and how to set prices for artwork.



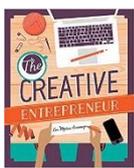
Creating a brand identity: a guide for designers (Catharine Slade-Brooking) [SBH.PDIP.14]

This practical handbook contains exercises and examples to highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analysing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity.



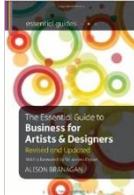
The creative business guide to running a graphic design business (Cameron S. Foote) [SBH.BT.138]

A manual for running and maintaining a successful graphic design business. The four sections cover organization, marketing, personnel and operations, and provide the necessary tools unique to the specific management styles and operation agendas of a design firm. A complete appendix of business forms is also included.



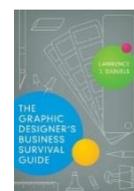
The Creative Entrepreneur: business made beautiful for artists, makers and designers (Isa Maria Seminega) [SBH.PDIP.59]

A guide to building a successful creative business. *The Creative Entrepreneur* takes you step-by-step through the process and offers actionable, straightforward advice.



The Essential Guide to Business for Artists and Designers (Alison Branagan, A. & C. Black, 2011) [SBH.PDIP.60]

Comprehensive book covering business and start-up skills, including start-up practicalities, self-employment, funding and sponsorship; marketing and promotion; legalities, contracts, finance, e-commerce, innovation and future trends.



The Graphic Designer's Business Survival Guide (Lawrence Daniels, American Management Association, 2013) [SBH.BT.143]

General guide to setting up a graphic design business, covering practical aspects, marketing, management, growth. Includes practical tools and templates.

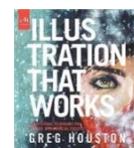
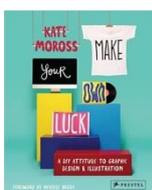


Illustration that works: professional techniques for artistic & commercial success (Greg Houston) [SBH.BT.68]

A "straight-to-the-point everything-you-need-to-know" guide to the world of professional illustration for aspiring artists and recent art-school graduates. This book explains why illustration is so important to the way we see and communicate today, and how it can be done effectively in an infinite number of styles.



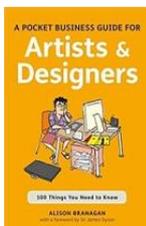
Make your own luck: a DIY attitude to graphic design & illustration (Kate Moross, foreword by Neville Brody) [SBH.PDIP.37]

Features chapters on how to thrive in art school, developing your own style, how to self-promote, collaboration with other artists, how to deal with 'copycats' and when to consider working for free. (The author) also touches on the fine points of music packaging and videos, how to find an agent, and looks back on the touchstone moments that helped shape her career.



New markets for artists : how to sell, fund projects, and exhibit using social media, DIY pop-ups, eBay, Kickstarter, and much more (Brainard Carey) [SBH.BT.81]

A guide that aims to enhance your ability to communicate your art and creative ideas to the world by building awareness of new modes of communication. From social networking to the latest mobile phone app, this guide will show how artists can benefit from the radically shifting ways we share visual information.



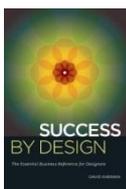
A Pocket Business Guide for Artists and Designers (Alison Branagan) [SBH.PDIP.4]

This handy pocket guide answers the most pressing questions artists and designers will have when setting up an art practice or creative business. The book is divided into five sections that will help artists and designers achieve success and make money from their work: business, promotion, legal, money and last thoughts.



Starting your career as an illustrator (Michael Fleishman) [SBH.BT.120]

Through direct and candid conversations with scores of professionals up and down the career ladder, this book offers rich perspectives of illustrators (and their cohorts) at and away from the drawing board. Topics include how to: create a portfolio, make initial contacts, develop a financial plan, price your own work, market on the web, and more.

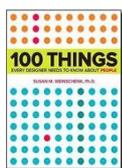


Success by design: the essential business reference for designers (David Sherwin, Cincinnati, Ohio: How Design; Newton Abbot, 2012) [SBH.PDIP.53]

A guide to starting up a design business, covering a variety of elements from invoicing to company culture. Includes worksheets and charts, as well as thoughts from successful designers, project managers, studio directors and client service professionals.

Other books within the British Library's collection

These books can be ordered via Explore the British Library



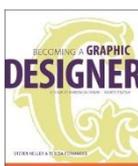
100 things every designer needs to know about people by Susan Weinschenk [General Reference Collection YK.2011.a.39015]

A guide for designing more intuitive and engaging work for print, websites, applications, and products which matches the way people think, work, and play using research and practical examples.



Creative truth: start & build a profitable design business (Brad Weaver) [General Reference Collection ELD.DS.92260]

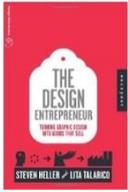
A guide for starting, building, and enjoying a profitable design business. Topics include learning how to price your work and manage your time, to setting up your business and defining your market. Includes a companion website that offers up-to-date resources, articles, tools, and discussions, allowing readers to continue learning as they grow.



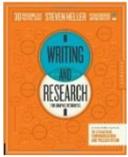
Becoming A Graphic Designer: A Guide to Careers in Design (Steven Heller & Teresa Fernandes, Hoboken, N.J. : Wiley ; Chichester, 2010) [General Reference Collection YK.2010.a.33037]

Examines, via interviews with experienced practitioners, the types of careers available to

aspiring graphic designers, covering web, television, film, publishing, advertising, corporate, editorial, and other design disciplines.



The Design Entrepreneur: Turning Graphic Design into Goods That Sell (Steven Heller and Lita Talarico, Rockport, 2008) [General Reference Collection YK.2009.b.8053]
Surveying entrepreneurial designers who have developed their designs into to a variety of product ranges, including books, furniture, clothes, magazines and homeware. Includes a number of case studies and interviews from the United States and Europe.



Writing and Research for Graphic Designers: a Designer's Manual to Strategic Communication and Presentation (Steven Heller, Rockport, 2012) [General Reference Collection YK.2013.b.11224]
Guide to writing and research for designers. Includes sections on strategic writing, targeting an audience, pitching, editing, and research.

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry – all of which can be found from market research.

These reports also cover market size & forecasts, consumer demographics & attitudes, the key players & products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities and threats.



- Advertising Agencies
- Global Graphic Designers
- Online Greeting Card Retailers
- Specialised Design Activities



- Digital Advertising
- Greetings Cards and Personal stationary retailing

Online news and journal resources



Many articles on the design industry - from business and academic journals as well as newspapers - will be available from our electronic sources: Business Source Complete (EBSCO), Factiva and ABI Inform Global.



As news articles are updated regularly, these will be useful in finding information on the latest trends and developments.



Trade Magazines and Newsletters

Trade magazines are useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Available via electronic resources or ordered via Explore the British Library (please ask for help).



The A List: A guide to who's who in media, marketing and advertising (Haymarket Management Publications, 2016) [(B) DIR.659.0922]
Contains brief biographical profiles of over 300 individuals in the advertising industry.



Creative Review magazine (Centaur Communications Ltd, monthly) (via GALE Cengage Business & Industry database, from 1999) [available onsite via electronic resources; or for physical copies and earlier issues order via Explore the British Library]
News, commentary, articles and job listings for advertising, design and visual culture.



Design Week magazine (Centaur Communications Ltd, monthly) (via GALE Cengage Business & Industry, from 1999) [available onsite via electronic resources; or for physical copies and earlier issues order via Explore the British Library]
News, commentary, articles and job listings for the design industry.

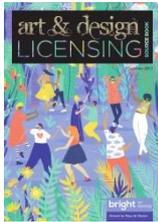


Design Management review (John Wiley & Sons, quarterly) (via EBSCO, from 2004, most recent 1 year not available, or from ProQuest ABI/INFORM Global, 2001 - 2009) [available onsite via electronic resources]
Leading publication dedicated to design as a strategic business resource.

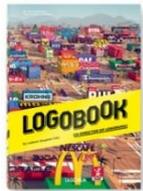
Design Management Journal (Wiley, annual) (via EBSCO, from 2008, most recent one year not available) [available onsite via electronic resources]
Annually published journal devoted to articles and academic research exploring design in products, communication, and environments.

Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



Art & design licensing source book. (Max Publishing, 2017) [(B) DIR 741.60941 BUS]
Directory of art and design brands advertising their work for licensing, as well as contact details for agencies and potential licensors.



Logobook (Ludovic Houplain, Taschen, 2013) [BIPC (B) DIR 741.6 BUS]
Logo design reference guide, featuring approximately 7,000 logos organised alphabetically, with information about the designers, year of creation, country, brand, and company.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

ACID (Anti Copying in Design)

Membership organisation raising awareness of intellectual property matters for the creative industries. Offers mediation services and advice on legal matters. <http://www.acid.uk.com/>

Artquest

Provides support for London's visual artists and craftspeople. <http://www.artquest.org.uk/>

Artsthread

Online educational tool designed to connect students, graduates, universities and industry, exclusively within the field of design. <http://www.artstthread.com/>

Chartered Society of Designers

Professional body for designers with a royal charter to support professional design practice. <http://www.csd.org.uk>

Cockpit Arts

Cockpit Arts supports and promote talented designer-makers from all backgrounds through all stages of their career. <http://www.cockpitarts.com/>

Copyright User

Aimed at making UK copyright law accessible to creators and users, with FAQs, videos, and explanations of UK copyright. Features tailored sections for the creative industries. <http://copyrightuser.org/>

Creative & Cultural Skills

The sector skills Council for advertising, crafts, cultural heritage, design, literature, music, performing and the visual arts. <http://www.ccskills.org.uk>

Creative Finance Network

Website detailing the more common varieties of finance for creative industries alongside current funding opportunities and where to find them. <http://creativefinancenetwork.co.uk/>

Creative Review website

Advertising, design and visual culture website, with news, articles, resources and job listings. <http://www.creativereview.co.uk>

DACS - Design and Artists Copyright Society

Not-for-profit visual arts rights management organisation. Site has details of campaigns and useful factsheets on aspects of copyright for artists. <http://www.dacs.org.uk/>

D&AD

Educational charity representing the global creative, design and advertising communities. <http://www.dandad.org>

DCMS Creative Industries Economic Estimates

Official statistics measuring the contribution made by the Creative Industries to the UK Economy. It contains statistics on gross value added, exports, employment and numbers of businesses within the creative industries.

<https://www.gov.uk/government/collections/creative-industries-economic-estimates>

Design Business Association (DBA)

Trade association for UK design businesses. <http://www.dba.org.uk>

Design Council

Public body promoting design. Services to the industry plus publications, research, networking. <http://www.designcouncil.org.uk/>

The Design Trust

Resource to help professional designers & craftspeople to create and run businesses. <http://www.thedesigntrust.co.uk/>

International Society of Typographic Designers (ISTD)

A professional membership body for typographers, graphic designers and educators. <http://www.istd.org.uk>

It's Nice That

Website championing creativity across the art and design world. Updated daily with at least nine new articles, it attracts an international readership of around 350,000 unique users a month. <http://www.itsnicethat.com/>

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue "Explore the British Library" (<http://explore.bl.uk>) for more details.

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