



JULY 2008

DESIGN FIELD GUIDES
BUILDING DESIGN PORTFOLIOS

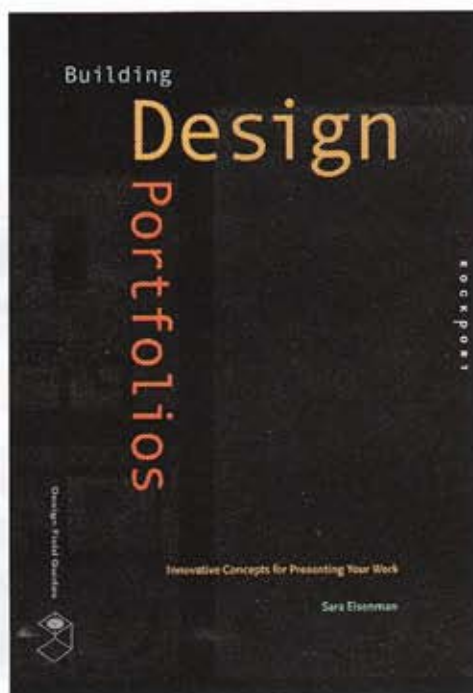
Innovative Concepts for Presenting Your Work

Sara Eisenman

NEW IN
PAPERBACK

ISBN-13: 978-1-59253-438-8
ISBN-10: 1-59253-438-4
UPC: 0 80665-00379 0
\$39.95 AUD

7 x 10 in
178 x 254 mm
192 pages, PB
300 photos/illustrations
Rights sold: Spanish,
Italian, German
Graphic Design
Ct. Qty. 10



Brush up your books and PDF portfolios and improve your understanding of what the current standards are

- A "class in a book" that teaches the dos and don'ts of building a portfolio that sells
- Targets new designers straight from school, freelance designers of all levels, and in-house designers who are in the process of a job change
- A must-have for any designer so that his or her portfolio will always be "at the ready"

Presenting one's portfolio is where every designer begins his or her career. Therefore, crafting a portfolio, whether online or for presentation in person, is an essential skill for survival. Because a portfolio can make or break a career, it is vital that designers go out armed with all the right moves and materials.

Building Design Portfolios talks both to the professionals who have both designed their own portfolios and those on the other side of the table who have looked at scores of portfolios, to uncover the tips and tricks that have won jobs, as well as the must-avoid moves that have lost opportunities. This book is not only a handbook for dos and don'ts; it also provides plenty of inspiration from a wide collection of portfolios, both virtual and real-life.

Building Design Portfolios asks leaders in the field about the real-world realities of presenting one's work for consideration and answers the question, "What sells and what doesn't."



Sara Eisenman (Milton, MA) started designing books in 1977 at Random House and later designed for Pantheon, Knopf, the Modern Library, and Houghton Mifflin. She is an award-winning designer who has taught at Harvard University, Columbia University, and the Rhode Island School of Design.

Also available:



A Designer's Research Manual, ISBN-13: 978-1-59253-257-5, \$40.00 US/\$27.50 UK/\$52.00 CAN Rights: all available

Mastering Materials, Bindings & Finishes, ISBN-13: 978-1-59253-324-4, \$40.00 US/\$27.50 UK/\$50.00 CAN Rights: all available

The Anatomy of Design, ISBN-13: 978-1-59253-212-4, \$45.00 US/\$29.99 UK/\$58.95 CAN Rights sold: English language in Asia