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Graphic Artists Guild Handbook: Pricing & Ethical Guidelines, 15th Edition is an indispensable resource for people who create graphic art and those who buy it. As the graphic art marketplace continues to evolve to meet the needs of both digital and print media and as clients struggle with shrinking budgets in the current economy, the demand for up-to-date information on business, ethical, and legal issues is greater than ever.

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For years, the Graphic Artists Guild Handbook: Pricing and Ethical Guidelines has been the industry bible for graphic designers and illustrators. This, the 13th edition, continues the tradition with new information, listings and pricing information based on surveys of working designers.

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The Graphic Artists Guild published the first edition of its Pricing & Ethical Guidelines in 1973. Pricing & Ethical Guidelines began as a 20-page pamphlet and has grown into a 400-page book. Up through the 1990s, the Guild also published the Directory of Illustration and a Corporate and Communication Design annual.

Graphic Artists Guild - Wikipedia

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