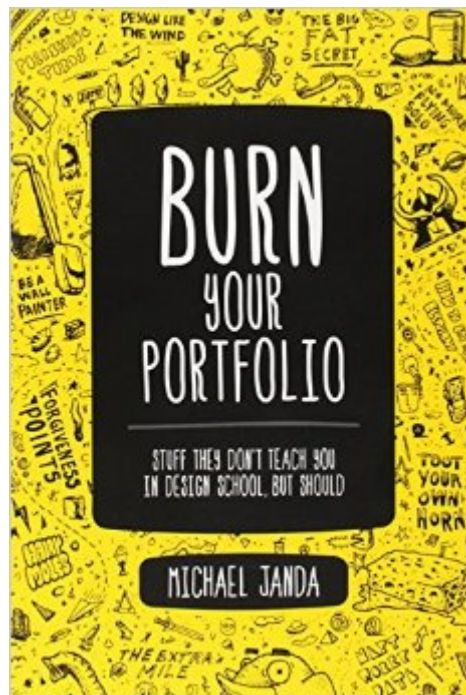


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# Burn Your Portfolio: Stuff They Don't Teach You In Design School, But Should



## Synopsis

It takes more than just a design school education and a killer portfolio to succeed in a creative career. *Burn Your Portfolio* teaches the real-world practices, professional do's and don'ts, and unwritten rules of business that most designers, photographers, web designers, copy writers, programmers, and architects only learn after putting in years of experience on the job. Michael Janda, owner of the Utah-based design firm Riser, uses humor to dispense nugget after nugget of hard-won advice collected over the last decade from the personal successes and failures he has faced running his own agency. In this surprisingly funny, but incredibly practical advice guide, Janda's advice on teamwork and collaboration, relationship building, managing clients, bidding work, production processes, and more will resonate with creative professionals of all stripes.

## Book Information

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## Customer Reviews

This is an excellent book, informative and not too difficult to read. A voracious reader himself and a successful businessman, Michael Jonda conveys a wealth of knowledge accumulated through study and real world experience. This book should be required reading for everyone contemplating a career in graphic design, or who has already embarked on one. Jonda covers the problems and pitfalls anyone can expect to encounter - and practical solutions that can help resolve those problems and avoid or circumnavigate the pitfalls. Whether you work for a design agency, are a freelance artist/designer or are building your own business, Jonda has been there and done that. He has worked on nearly every side of the graphic design business, experienced the ups and

downs, the stresses and anxieties common to the trade. Thus his advice is not merely theoretical in nature, but based on what you will inevitably encounter in the real world of graphic design. The point of the book's title is that to succeed, you need to be more than a good - or even great - designer. Jonda explains in detail what else you need to know, as the subtitle indicates - all the essential stuff they don't teach you in art school.

And I am not kidding about that in any way, shape, or form. Although this book applies to design and art stuff directly, almost all the tips found here can be applied to any business to help it reach its full potential. It talks about how to automate procedures, creating a nest egg for your business, the importance of networking, spotting red flags for suspicious people, and a load of other things. Even if you are a very business savvy person, I can guarantee that you will find something new in this book that will help you elevate your business. I bought a copy, and I also bought a copy for one of my friends who works at a family printing business.

I loved this book. It changed my perspective on so many challenges I face daily as a designer. It contained practical, solid advice about the real problems real designers encounter, all the time! Full of good natured humor and poignant personal examples which help the reader to relate. An absolute must read for anyone in a design field.

I read the whole book in about 1.5 days. highlighted something on almost every page. Then tried to disseminate it for my business partner. Nope! sorry, buy your own copy! Too much to explain in a 20-minute time span. Business partner didn't last. This book is still awesome!

Honestly I was surprised at the amount of specifics included in this book. This is a very successful designer turned huge design agency owner telling me all of his best specific suggestions. I get the feeling that nothing was held back - that this was all of the specific information he could possibly download into someone's brain. After having read this book - I feel that designers that haven't read this book are now at a disadvantage. Seriously, at this ridiculously low price, I would purchase it for ANY designer I remotely cared about. I enjoyed the anecdotes - putting real experiences together with the suggestions and I liked that the book was broken up into so many digestible "nuggets"..

I stumbled upon this book browsing through Barnes and Noble one day and decided to buy it to read on the plane. I'm so glad that I did, because it is not only a great resource for where I am in my

career now but it will definitely be an important resource down the line. I'm a junior designer at a game company still figuring out how to establish myself in the corporate workplace, and the chapters in this book provided concise solutions to situations that only exist in this type of setting and that school never taught me. He covers everything from developing lasting relationships with coworkers to proper email etiquette (which, believe it or not, is butchered by so many people and which so few people actually know) to project-budgeting models, and more. There are portions that I don't relate to just yet that are geared towards professionals in more advanced stages of their careers, but I know that I will be referring to those chapters in the future. I've shared the book with several coworkers already who fell in love with it and are ordering copies for themselves. You'll definitely be a much stronger creative professional if you read *Burn Your Portfolio*. Awesome awesome read!

Author Michael Janda is a graphic designer and owner of his own graphic design firm. According to Janda, design schools spend roughly 90 percent of their time having students develop a portfolio. He feels that there are many additional skills needed for success, including teamwork, communication, social aptitude, production speed and business skills. This book contains some really great advice on running a business. Chapters are short, easy-to-read, and humorous. They also contain great lessons and specific examples of his learning experiences. Chapter 100, for example, is titled "Floods Happen" • It's the story of a flood in his basement office that destroyed a bunch of work because he didn't have a backup strategy. Although written with a light touch, Janda does a good job of conveying the reality of owning a business. He shares how much he worries, the importance of understanding your financial statements, and how to deal with clients. He also shares many of the forms and checklists that have been the basis for his success.

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