



## Stand Out: Design a personal brand. Build a killer portfolio. Find a great design job. (Paperback)

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By Denise Anderson

Pearson Education (US), United States, 2016. Paperback. Condition: New. Language: English . Brand New Book. The design marketplace has never been more competitive, or demanded more from emerging talent. To succeed, you must navigate the transition from learner to professional with purpose and precision. In Stand Out: Building Your Design Portfolio, Denise Anderson offers a hands-on, three-step, full-color action plan for establishing your unique brand, crafting a killer portfolio, tailoring and delivering your message, getting your perfect design job, and excelling once you re hired. In this superbly organized and beautifully designed book, Anderson distills 20+ years of experience as a graphic designer, entrepreneur, instructor, and mentor, offering you powerful insights and easy-to-use tools for successfully launching your career. Whether you re in graphic design, advertising design, interactive or web design, fashion, or any other design field, Anderson will help you identify what makes you unique, and use it powerfully differentiate yourself from everyone else. Stand Out s step-by-step approach, hands-on work exercises, and short, easy-to-absorb chapters guide you through:Clarifying your brand purpose and unique attributesDesigning your brand identity, encompassing all brand touchpointsCreating an online presence that showcases you at your bestSelf-promoting your brand, from social media to print leave-behinds...



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