

# Work for Money, Design for Love



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著者:David Airey

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Unlike other dry business books, this refreshing, straightforward guide from Logo Design Love author and international designer David Airey answers the questions all designers have when first starting out on their own. In fact, the book was inspired by the many questions David receives every day from the more than 600,000 designers who visit his three blogs (Logo Design Love, Identity Designed, and DavidAirey.com) each month. How do I find new clients? How much should I charge for my design work? When should I say no to a client? How do I handle difficult clients? What should I be sure to include in my contracts? David's readers—a passionate and vocal group—regularly ask him these questions and many more on how to launch and run their own design careers. With this book, David finally answers their pressing questions with anecdotes, case studies, and sound advice garnered from his own experience as well as those of such well-known designers as Ivan Chermayeff, Jerry Kuyper, Maggie Macnab, Eric Karjaluoto, and Von Glitschka. Designers just starting out on their own will find this book invaluable in succeeding in today's hyper-networked, global economy.

作者介绍:

David Airey, 是一位来自英国的独立平面设计师, 并且拥有三个备受读者欢迎的平面设计博客。David的博客拥有数十万的忠实读者, 几乎每天都有人能够从他的文字中受到启发。此外他还著有另外一本畅销图书——《超越LOGO设计》。

侯鸿儒, 北京理工大学计算机学院在读研究生。热爱前端, 喜欢设计, 有志于将有限的青春和热血, 奉献给无限的函数和像素。

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## 评论

本月最佳

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想开个人工作室的人走过路过不要错过

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## 书评

今天新书上市了，而我的感觉像极了一位迎来二胎的母亲。嗯，没那么激动了。翻译是件辛苦的事，就好比怀了身孕的母亲十个月每天都要负重前行；而其中又以最后两章尤甚，就好比临盆前的母亲总是最难熬的。早在去年作者连原版都还没有写完时，我便早早地和编辑约好了这本书...

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这本书比较薄，主要得益于作者有条理的归纳整理和精简的叙述。因此，作为设计师手册来使用也完全没问题，找到目录，看看自己感兴趣的一章，然后翻过去，5分钟就可以读完。大家一直有一个误解，设计师是擅长使用设计工具（photoshop）的人，所以很多人都认为自己有资格成为“...

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读这本书的时候就像在和一位平易近人的创业者聊天，而他毫不保留的为我展现了创业最真实的样子并且给予了我很多不错的建议。

对于一个富有经验的视觉设计师来说都应该读一读这本书，一方面是因为积累了经验就有了想要独立接工作的能力和想法，另一方面，做设计无论在小公司还是...

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