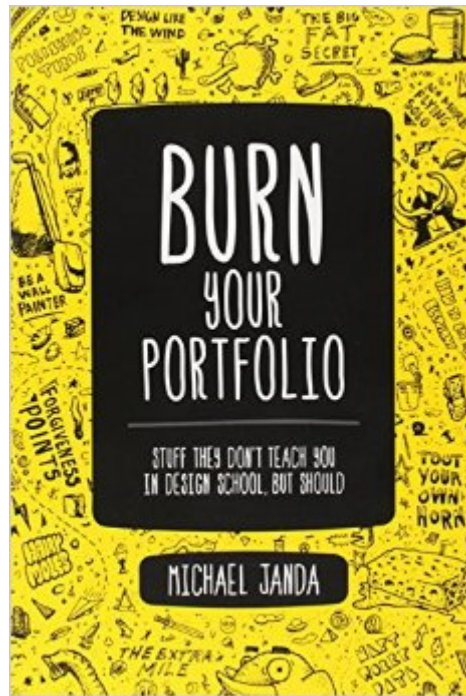


The book was found

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

Paperback: 400 pages

Publisher: New Riders; 1 edition (June 14, 2013)

Language: English

ISBN-10: 0321918681

ISBN-13: 978-0321918680

Product Dimensions: 6 x 1 x 8.9 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (79 customer reviews)

Best Sellers Rank: #82,915 in Books (See Top 100 in Books) [#7 in Books > Computers & Technology > Hardware & DIY > Microprocessors & System Design > Computer Design](#) [#16 in Books > Computers & Technology > Software > Design & Graphics](#) [#28 in Books > Computers & Technology > Graphics & Design > Desktop Publishing](#)

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.

[Download to continue reading...](#)

Burn Your Portfolio: Stuff they don't teach you in design school, but should
Don't Sweat the Small Stuff and It's All Small Stuff: Simple Ways to Keep the Little Things From Taking Over Your Life
(Don't Sweat the Small Stuff Series) *Stuff Every Man Should Know (Stuff You Should Know) "Cool Stuff"*
They Should Teach in School: Cruise into the Real World...with styyyyle (jobs/people skills/attitude/goals/money)
Don't Sweat the Small Stuff for Teens: Simple Ways to Keep Your Cool in Stressful Times (Don't Sweat the Small Stuff Series) *From Zero to Sixty on Hedge Funds and Private Equity 3.0: What They Do, How They Do It, and Why They Do The Mysterious Things They Do*
Start Your Own Law Practice: A Guide to All the Things They Don't Teach in Law School about Starting Your Own Firm (Open for Business) *Teach Me Korean & More Korean: 2 Pack (Teach Me)*

(Teach Me... & Teach Me More... 2-Pack) (Korean Edition) Real Artists Have Day Jobs: (And Other Awesome Things They Don't Teach You in School) Mark H. McCormack's What They Don't Teach You at Harvard Business School: Notes from a Street-Smart Executive Summary What They Don't Teach You at Harvard Business School: Notes from a Street-smart Executive Burn Baby Burn You Don't Know Me but You Don't Like Me: Phish, Insane Clown Posse, and My Misadventures with Two of Music's Most Maligned Tribes The Life-Changing Magic of Not Giving a F*ck: How to Stop Spending Time You Don't Have with People You Don't Like Doing Things You Don't Want to Do Hedge Your Investment Portfolio: How to Hedge Your Investment Portfolio with Diversification, Options, and Futures Don't Sweat the Small Stuff, and It's All Small Stuff Don't Know Much About History, Anniversary Edition: Everything You Need to Know About American History but Never Learned (Don't Know Much About Series) What They Didn't Teach You In Photo School: The secrets of the trade that will make you a success in the industry Games You Can Play with Your Pussy: And Lots of Other Stuff Cat Owners Should Know Middle School: The Inside Story: What Kids Tell Us, But Don't Tell You

[Dmca](#)