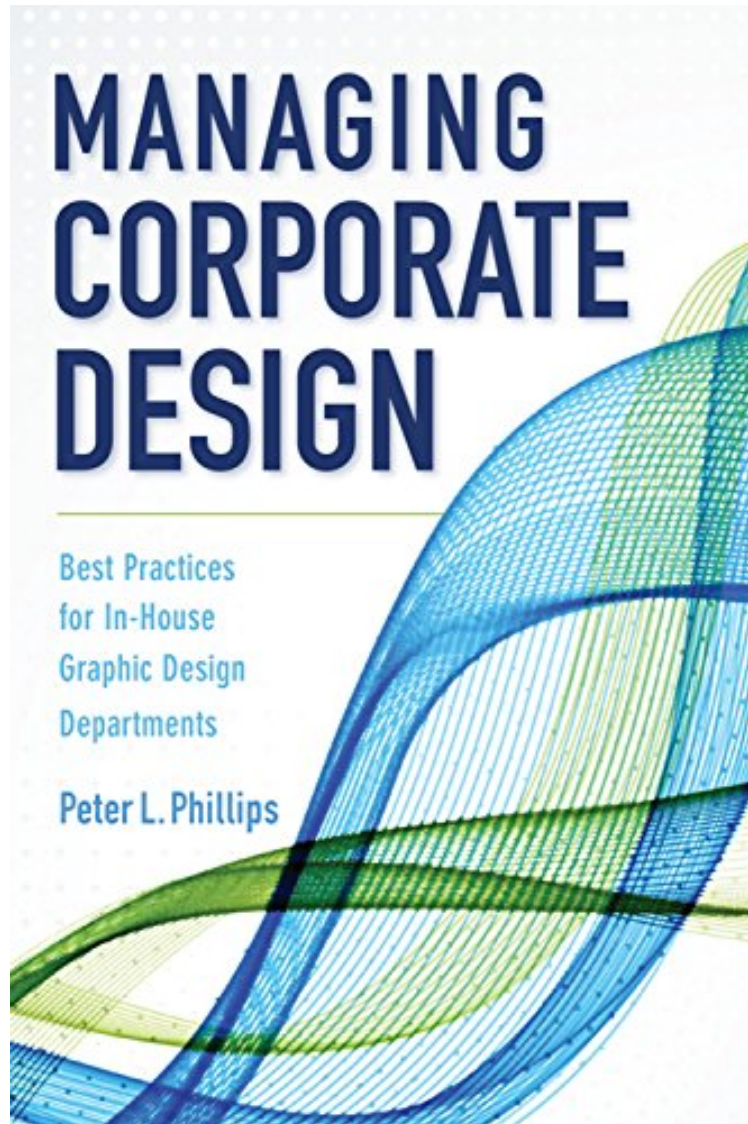


Managing Corporate Design: Best Practices for In-House Graphic Design Departments

Peter L. Phillips

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Peter L. Phillips : Managing Corporate Design: Best Practices for In-House Graphic Design Departments

before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Corporate Design: Best Practices for In-House Graphic Design Departments:

0 of 0 people found the following review helpful. Helpful for design managersBy Kathryn DowningThis book has some really good information for design managers on how to increase your team's influence within your company, and focus energies on strategic work. I hope to apply many of the suggestions outlined. There were a few points that I

disagreed with. And in sections of the book, he includes lengthy excerpts of other people's writing (with permission). Perhaps, the biggest shortcoming is that he writes with an assumed organization structure where Creative Services (a name he advises changing) only contains designers, and operates as its own department. But it was a helpful book.

Corporations increasingly view graphic design as a core strategic business competency in a highly competitive climate, and they are challenging their in-house designers to supply far more than a service or support function. Their new role is to provide sound solutions to real-world business pressures. *Managing Corporate Design* addresses these new challenges in a highly practical manner. Peter L. Phillips writes specifically to corporate in-house graphic design groups searching for positive, accessible methods to better establish their group as a core strategic business competency. This guide covers: Developing a framework Assessing the value you offer Recognizing the business role of design Communicating in a corporate language Gaining and forming business relationships Developing design briefs and approval presentations Managing and hiring staff Incorporating creativity Overcoming obstacles and moving forward! These fresh strategies and more provide actionable tools for helping corporate design teams meet the new business demands of today. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author Peter L. Phillips is an internationally recognized expert in developing corporate design management strategies and programs. He has had more than thirty years' experience as a senior corporate design manager, a consultant for many Fortune 500 companies, and a lecturer. He is the author several books, including "Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage" (Allworth Press). He lives in Marblehead, Massachusetts.