



Burn Your Portfolio: Stuff they don't teach you in design school, but should

By Michael Janda

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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.

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Editorial Review

Review

“The straightforward and funny advice in Janda’s book is what most people learn only after toiling in the corporate trenches for years. (Um, how dare he share ALL our secrets?!) I hope he’s charging at least a year’s worth of school tuition for this book. Seriously, take copious notes on the practical suggestions offered here to help steer your own career, whether it’s your first job or your 15th freelance gig. The drama-free work approach and leadership style outlined in Burn Your Portfolio is what makes working with him and all the folks at his company, Riser, FUN and worthy of the cupcakes we send to celebrate each of our successes together.”

—Michelle Sullivan

VP Digital, Kids & Family Publishing and Media, National Geographic (aka 800 pound Gorilla Client)

“This book should be a mandatory course at art schools...no, at all schools! The message transcends occupation; it’s about maneuvering through the unspoken rules and dynamics of various personalities in your workplace. Mike is a perfect person to deliver this message; his long-term relationships and success of his business are the true testimony of his skills on managing up, down, and sideways. Your talent alone will take you nowhere if your character doesn’t support it. If you want longevity in your field, this book is a must-read.”

—Jane Bhang

Consulting Art Director, Sony Pictures Entertainment

“I wish I could take every designer I’ve ever worked with and smack them over the head with this book...which would hurt, because it’s big! After that, I’d tell them to read it cover to cover, because Michael Janda will show them how to stop making the business mistakes nearly everyone in design is making.”

—Dave Crenshaw

Author of The Myth of Multitasking and The Focused Business

“Do you want to supercharge your design career? Drop that Wacom pen and immediately pick up Burn Your Portfolio, and read it cover to cover. Michael Janda clearly outlines practical, actionable advice that will make your design business better, your clients happier, and your teams more productive. Even if you’re a freelancer just striking out on your own—no, especially if you are—the insights, truisms, and humor in this book will prove to be valuable tools in your design arsenal.”

—Marc Siry

SVP, Media Products, NBC Universal

“I’ve worked with Michael and Riser for many years, and the thing that differentiates Michael and his team from other agencies is their ability to speak my language versus design speak! Michael and his company Riser are not only super-creative, they are total professionals. Communication is a big reason why Michael and his team are so successful at what they do. They are good at not only listening to a client who is not a designer and is trying to convey the details of a project, but also on working with the client to get the job done well, on time, and also on budget. I can’t think of a better person to give advice to designers who need to work with clients in the real world.”

—Melissa Van Meter

VP, Marketing & Advertising, TV Guide Network

About the Author

Michael Janda has been in most positions on the graphic design world org chart over his 16-year career. He has served as production artist, designer, freelancer, and creative director (including a few years as senior creative director over two of Fox's Internet divisions). Since 2002, Janda has owned and operated his own agency, Riser, which boasts such high-profile clients as NBC, ABC, Fox, Google, National Geographic, Warner Bros., and Disney.

Users Review

From reader reviews:

Kate Sutton:

This book untitled Burn Your Portfolio: Stuff they don't teach you in design school, but should to be one of several books which best seller in this year, that's because when you read this reserve you can get a lot of benefit onto it. You will easily to buy this particular book in the book retail store or you can order it by means of online. The publisher on this book sells the e-book too. It makes you quicker to read this book, because you can read this book in your Smartphone. So there is no reason for your requirements to past this e-book from your list.

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Anita Sizemore:

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