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

Peter L. Phillips

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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—head-on—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.

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