

GRAPHIC DESIGN INDUSTRY GUIDE

Updated July 2020



This is a guide to some of the resources available within the Business & IP Centre relevant to the graphic design industry.

Inside you will find sources of information such as market research (statistics, trends and developments), key companies, trade magazines, newsletters, and Internet sources.

This guide will be useful to anyone starting a business within the graphic design industry and also for those wanting to further their knowledge within this area.

Start-Up Information



accessible via
electronic
databases

The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing and company structures.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation as well as highlighting other sources of information and advice available.

Available online at www.askaboutbusiness.org with a Manchester library card (also available to library card holders from Blackpool, Bolton, Lancashire, Oldham, Salford, Stockport, Tameside, & Trafford libraries).

Business Opportunity Profiles (BOP)

Advertising Agency	BOP480
Artist	BOP455
Art Supplies Shop	BOP 301
Calligraphy Service	MBP346
Design Agency	BOP470
Graphic Designer	BOP035
Greetings Card Maker	BOP144
Illustrator	BOP177
Mural Artist	MBP177
Web Designer/Developer	BOP347
Wedding Stationery Maker	BOP476

Business Information Fact Sheets (BIF)

Choosing and Using a Graphic Designer	BIF013
Choosing and Using a Website Designer	BIF326
Copyright to Protect Your Work	BIF218
Creating a Business Logo	BIF266
Registering and Protecting Your Product Designs	BIF249

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry – all of which can be found from market research.

These reports also cover market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities and threats.



- Advertising Agencies
- Digital Advertising Agencies
- Global Graphic Designers
- Graphic Design Activities
- Online Greeting Card Retailers
- Specialised Design Activities

- Digital Advertising
- Greetings Cards and Personal stationary retailing

Other electronic resources:

Many articles about this industry (from business journals and newspapers) are available from our electronic source **Newsbank**.

Contact details and individual reports of companies in this industry are available from:

Creditsafe; Experian; D & B Hoovers.

Trade Magazines and Newsletters

Trade magazines are useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists.



Creative Review magazine (Centaur Communications Ltd, monthly) (via GALE Cengage Business & Industry database, from 1999) [available onsite via electronic resources; or for physical copies and earlier issues order via Explore the British Library]

News, commentary, articles and job listings for advertising, design and visual culture.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

ACID (Anti Copying in Design)

Membership organisation raising awareness of intellectual property matters for the creative industries. Offers mediation services and advice on legal matters. www.acid.uk.com/

Artquest

Provides support for London's visual artists and craftspeople. www.artquest.org.uk/

Artstthread

Online educational tool designed to connect students, graduates, universities and industry, exclusively within the field of design. www.artstthread.com/

Chartered Society of Designers

Professional body for designers with a royal charter to support professional design practice. www.csd.org.uk

Cockpit Arts

Cockpit Arts supports and promote talented designer-makers from all backgrounds through all stages of their career. www.cockpitarts.com/

Copyright User

Aimed at making UK copyright law accessible to creators and users, with FAQs, videos, and explanations of UK copyright. Features tailored sections for the creative industries.

<http://copyrightuser.org/>

Creative & Cultural Skills

The sector skills Council for advertising, crafts, cultural heritage, design, literature, music, performing and the visual arts. www.ccskills.org.uk

Creative Finance Network

Website detailing the more common varieties of finance for creative industries alongside current funding opportunities and where to find them. <http://creativefinancenetwork.co.uk/>

Creative Review website

Advertising, design and visual culture website, with news, articles, resources and job listings.

www.creativereview.co.uk

DACS - Design and Artists Copyright Society

Not-for-profit visual arts rights management organisation. Site has details of campaigns and useful factsheets on aspects of copyright for artists. www.dacs.org.uk/

D&AD

Educational charity representing the global creative, design and advertising communities.

www.dandad.org

DCMS Creative Industries Economic Estimates

Official statistics measuring the contribution made by the Creative Industries to the UK Economy. It contains statistics on gross value added, exports, employment and numbers of businesses within the creative industries.

www.gov.uk/government/collections/creative-industries-economic-estimates

Design Business Association (DBA)

Trade association for UK design businesses. www.dba.org.uk

Design Council

Public body promoting design. Services to the industry plus publications, research, networking.

www.designcouncil.org.uk/

The Design Trust

Resource to help professional designers and craftspeople to create and run businesses.

www.thedesigntrust.co.uk/

International Society of Typographic Designers (ISTD)

A professional membership body for typographers, graphic designers and educators.

www.istd.org.uk

It's Nice That

Website championing creativity across the art and design world. Updated daily with at least nine new articles, it attracts an international readership of around 350,000 unique users a month.

www.itsnicethat.com/

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection.

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