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TALENT IS NOT ENOUGH

My takeaway from the reading.

A CREATIVE IN THE REAL WORLD

Throughout my educational career, I have always wondered when I would come across something like Shel Perkin's book, *Talent is Not Enough*. Sure I've learned how to push some pixels around on the monitor and over time have gotten fairly good at the technical aspects but, the other side of the spectrum, the business side, remains an area that I have avoided for sometime. I've known for a long time now, that design is something that I want to do for a living, eventually, going out on my own but, the thing is, I have never had the knowledge, or the business acumen to actually get myself to that point. In fact I still shrug my shoulders when somebody asks me how much I would charge to do a website.

CHAPTERS 1 & 2

As we begin to actually develop the "brand that is you" or myself, this reading has put in perspective the path that I am on and where I need to be. I have a general sense what I need to have and implement into the things that I have conjured up so far. The insight into the different work atmospheres has also answered questions that I have had within discussions with some of my peers. I have a pretty good idea of the type of work that I would like to do and the type/size of firm at which I would like to do it for. This reading helped solidify that, providing an explanation of the pros and cons of freelancing and working for a commercialized, larger firm. I also had a sense of relief to know that you will be taken under the "wing" of a design mentor.

I never realized the effort that should have to go in to searching for an employment opportunity and the process that should be followed. I have placed so much emphasis on getting my portfolio together in the format that all of the things on my résumé will reflect what is on display. Establishing my brand and reflecting that throughout my stationary elements is more important than I thought. I