

Norwich University of the Arts: Library

Graphic Communication

Years 2 & 3

Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

Required:

Bierut, M. (2021) *How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and change the world*. London: Thames & Hudson.

Ingledeu, J. (2011) *The A-Z of visual ideas : how to solve any creative brief*. London: Laurence King.

Johnson, M. (2012) *Problem solved : how to recognize the nineteen recurring problems faced in design, branding and communication and how to solve them*. Second edition. London: Phaidon.

Lupton, E. (2010) *Thinking with type : a critical guide for designers, writers, editors, and students*. New York: Princeton Architectural Press.

McAlhone, B., Stuart, D. and Quinton, G. (2015) *A smile in the mind : witty thinking in graphic design*. 2nd ed. London: Phaidon.

Recommended:

Caldwell, C. and Zappaterra, Y. (2014) *Editorial Design*. London: Laurence King.

Cheng, K. (2005) *Designing type*. London: Laurence King.

D&AD Annuals – various years, especially the most recent

Evamy, M. (2007) *Logo*. London: Laurence King.

Fletcher, A. (2001) *Art of looking sideways*. London: Phaidon.

Victionary (2018) *Graphic fest : identities for festivals & fairs*. Hong Kong: Viction Workshop Ltd.

Heller, S. and Anderson, G. (2019) *The logo design idea book : inspiration from 50 masters*. London: Laurence King.

Harmsen, L. and Misiak, M. (2020) *Support independent type : the new culture of type specimens*. Karlsruhe: Slanted Publications.

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Recommended Continued:

Hyland, A. and Bateman, S. (2011) *Symbol*. London: Laurence King.

Ingledeu, J. (2016) *How to have great ideas : a guide to creative thinking*. London: Laurence King Publishing.

Johnson, M. (2019) *Now try something weirder : how to keep having great ideas and survive in the creative business*. London: Laurence King.

Lewis, A. (2016) *So you want to publish a magazine?* London: Laurence King Publishing.

McNeil, P. (2017) *The visual history of type*. London: Laurence King.

Oldham, Craig (2018) *Oh Sh*t what Now?* London: Laurence King.

Poynor, R. (2003) *No more rules: graphic design and postmodernism*. London: Laurence King.

Shaughnessy, A. (2009) *Graphic design a users' manual*. London: Laurence King.

Shaughnessy, A. (2010) *How to be a graphic designer without losing your soul*. New ed. London: Laurence King.

Shaw, M. (2012) *Copywriting : successful writing for design, advertising, and marketing*. London: Laurence King.

Stavro, A. (2021) *Brand new brand : restarting your business in a time of crisis and transformation*. Gestalten.

Williamson, Caspar (2013) *Low-tech print*. London: Laurence King.

Young, J. W. (2003) *A technique for producing ideas*. London: McGraw-Hill.

Helvetica: a documentary film. (2007) Directed by Gary Hustwit [DVD] New York: Swiss Dots Ltd.

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Further Reading:

Blauvelt, A., Lupton, E. and Giampietro, R. (2011) *Graphic design : now in production*. Minneapolis: Walker Art Center.

Drucker, J. and McVarish, E. (2013) *Graphic design history : a critical guide*. 2nd ed. London: Pearson.

Eskilson, S. (2012) *Graphic design : a history*. 2nd ed. London: Laurence King.

Lees-Maffei, G. and Maffei, N. (2019) *Reading graphic design in cultural context*. London: Bloomsbury Publishing.

Poyner, R. (2013) *No more rules : graphic design and postmodernism*. London Laurence King