

# Norwich University of the Arts Library

## Design Cluster

### BA0c

## 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 [Norwich Uni Library webpages](#).

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

### Recommended

#### **Design for Publishing, Graphic Design, Graphic Communication and User Experience Design**

Ambrose, P. and Harris, G. (2005) *Basics design: layout*. Lausanne: AVA Publishing.

Barnard, M. (2005) *Graphic design as communication*. London: Routledge.

Carter, R., Day, B. and Meggs, P. (2006) *Typographic design: form and communication*. New York: John Wiley and Sons.

Cottrell, S. (2019) *The study skills handbook*. Fifth edition. London: Red Globe Press.

Fiske, J. (2011) *Introduction to communication studies*. Third edition. London: Routledge.

Harris, P. (2011) *Packaging the brand: the relationship between packaging design and brand identity*. Lausanne: AVA Publishing.

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

Johnson, M. (2016) *Branding in five and a half steps: The definitive guide to the strategy and design of brand identities*. London: Thames and Hudson.

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.

Julier, G. (2008) *The Culture of design*. London: Sage.

Jury, D. (2017) *What is typography?* Brighton: Ivy Press.

McAlhone, B., Stuart, D., Quinton, G. and Asburg, N. (2015) *A smile in the mind: witty thinking in graphic design*. Second edition. London: Phaidon.

Nielsen, D. and Thurber, S. (2016) *The secret of the highly creative thinker: how to make connections others don't*. Amsterdam: BIS.

Odling-Smee, A (2003) *New handmade graphics: beyond digital design*. London: Rotovision.

Olins, W, (2004) *Wally Olins on brand*. London: Thames and Hudson.

Slade-Brooking, C. (2016) *Creating a brand identity: a guide for designers*. London: Laurence King.

Website: <https://library.norwichuni.ac.uk>

Email: [library@norwichuni.ac.uk](mailto:library@norwichuni.ac.uk)

Course guides: <https://library.norwichuni.ac.uk/course-guides>

## **Fashion Communication and Promotion, Fashion Marketing & Business**

[Business of Fashion](#) (2019) [Online resource] (Accessed: 31 August 2023)

Business of Fashion is an industry bible focusing on news, case studies and relevant job opportunities. [Information on creating an account](#).

Jade, L. (2012). *Fashion photography 101*. Lewes: Ilex.

Hess, J. (2014) *Graphic design for fashion*. London: Laurence King Publishing Ltd.

Welton-James, K (2021) *Old clothes new trends making vintage modern*. Norwich: Amazon Digital Services.

## **Illustration**

Berger, J. (2008) *Ways of seeing*. London: Penguin.

Godwin, J. (2014) *Planning your essay*. Second edition. Basingstoke: Palgrave Macmillan.

Heller, S. (2000) *Education of an illustrator*. New York: Allworth Press.

Heller, S. and Seymour C. (2008) *Illustration: a visual history*. New York: Abrams.

Kress, G. and Van Leeuwen, T. (2006) *Reading images: the grammar of visual design*. Second Edition. London: Routledge.

Male, A. (2007) *Illustration: a theoretical and contextual perspective*. Lausanne: AVA Publishing.

Rees, D. (2014) *How to be an illustrator*. Second edition. London: Laurence King.

Zeegan, L & Roberts, C. (2014) *Fifty years of illustration*. London: Lawrence King.

## **Further resources:**

### **Course guides**

[Design for Publishing](#)

[Graphic Design](#)

[Graphic Communication](#)

[Fashion Communication and Promotion](#)

[Fashion Marketing & Business](#)

[Illustration](#)