

# Norwich University of the Arts Library

## Design cluster

### BA0b

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 University of the Arts Library webpages](#).

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

#### General

Albers, J. (2013) *Interaction of Color*. New Haven: Yale University Press

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

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

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

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

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

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

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

Carter, R., Day, B. and Meggs, P. (2014) *Typographic design: form and communication*. Sixth edition. New York: John Wiley and Sons.

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

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

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

Roberts, K. (2004) *Lovemarks: The Future Beyond Brands*. New York: Powerhouse Books.

Slade-Brooking, C. (2016) *Creating a brand identity: A Guide for Designers*. London: Laurence King.

Wheeler, A. and Meyerson, R (2024) *Designing Brand Identity: A Comprehensive Guide to the World of Brands and Branding*. New York: Wiley.

# Norwich University of the Arts Library

## Design cluster

### BA0b

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

Cope, J. and Maloney, D. (2016) *Fashion promotion in practice*. London: Bloomsbury.

Fashionary (2019) *The fashion business manual : an illustrated guide to building a fashion brand*. Hong Kong: Fashionary.

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.

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

Lea-Greenwood, G (2013) *Fashion Marketing & Communication*. Chichester: John Wiley & Sons.

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

Remy, P. (2014) *The art of fashion photography*. London: Prestel.

Tungate, M (2012) *Fashion brands: branding style from Armani to Zara*. London: Kogan Page.

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

#### **Illustration**

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

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.

Wigan, M. (2007) *Sequential images*. Lausanne: AVA Publishing

Wigan, M. (2008) *Text and image*. Lausanne: AVA Publishing

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

#### **Further resources:**

[Design for Publishing](#)

[Graphic Design](#)

[Graphic Communication](#)

[Fashion Communication and Promotion](#)

[Fashion Marketing and Business](#)

[Illustration](#)