

Norwich University of the Arts Library

Design cluster

BA0c

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Recommended

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

Albers, J, Fox Weber, N (2013) *Interaction of Color: 50th Anniversary Edition*. New Haven: Yale University Press

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.

De Soto, D (2014) *Know Your Onions: Graphic Design Paperback*. London: Laurence King Publishing

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.

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

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.

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.

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Fashion Communication and Promotion, Fashion Marketing & Business

[Business of Fashion](#) (2019) [Online resource] (Accessed: 5 September 2022)

Business of Fashion is an industry bible focusing on news, case studies and relevant job opportunities.

[Information on creating an account.](#)

Caan, F, Lee, A (2023) *Celebrity fashion marketing: developing a human fashion brand*. London: Routledge.

Dillon, S (2012) *The fundamentals of fashion management*. Lausanne: Worthing: AVA Publishing

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

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

Posner, H (2015) *Marketing fashion: strategy, branding and promotion*.

London: Laurence King, 2015. Edition: 2nd.

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

Illustration

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

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

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

Male, A. (2024) *Illustration: a theoretical and contextual perspective: third edition*. London : Bloomsbury.

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](#)

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

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