

# Norwich University of the Arts Library

## Design cluster

BA0c

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 [NUA 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

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:

[Design for Publishing](#)

[Graphic Design](#)

[Graphic Communication](#)

[Fashion Communication and Promotion](#)

[Fashion Marketing & Business](#)

[Illustration](#)

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

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

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