

BA0b Design Cluster

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 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

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

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.

Ingladew, 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

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

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

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

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

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

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

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.

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

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.

Fashion Communication and Promotion and Fashion Marketing and Business

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

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

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

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

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

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

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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.

Posner, H (2015) *Marketing fashion: strategy, branding and promotion*. London: Laurence King, 2015. Edition: 2nd.

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

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. (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.

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