

Library Resources

Norwich University of the Arts

Graphic Design

Year 3 2025 - 2026

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 Library webpages

Required Books:

- Designers and art directors association of the United Kingdom. [various years] *D&AD annuals*. London: D&AD. (see also <https://www.dandad.org>)
- 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.
- Oldham, C. (2017). *Oh sh*t what now? : honest advice for new graphic designers*. London: Laurence King Publishing Ltd.
- Victionary (2021) *Packaged for life: beer, wine and spirits: modern packaging design solutions for everyday products*. Hong Kong: Viction Workshop Ltd.
- Wiedemann, J. (2023). *The package design book 7*. Köln: Taschen.

Recommended Books:

- Bierut, M. (2015). How to use graphic design to sell things, explain things, make things look better, make people laugh, make people cry, and (every once in a while) change the world. New York: Harper Design.
- Caldas, S. (2021). *Palette perfect for graphic designers & illustrators : colour combinations, meanings and cultural references*. Barcelona: Promopress.
- Drucker, J. and McVarish, E. (2013) *Graphic design history : a critical guide*. 2nd Edition. London: Pearson.
- Johnson, M. (2012) *Problem solved : how to recognize the nineteen recurring problems faced in design, branding and communication and how to solve them*. London: Phaidon.
- Johnson, M. (2019) *Now try something weirder : how to keep having great ideas and survive in the creative business*. London: Laurence King Publishing Ltd.
- Lupton, E. (2020). *Extra bold : a feminist inclusive anti-racist non-binary field guide for graphic designers*. New York: Princeton Architectural Press.
- Stavro, A. (2021) *Brand new brand : restarting your business in a time of crisis and transformation*. Berlin: Gestalten.
- Wallace, R. et al (2009). *Really good packaging explained*. Rockport Publishers
- Victionary (2020). *Packaged for life: coffee & tea: packaging design for everyday objects*. Hong Kong: Viction Workshop Ltd.
- Victionary (2023). *Packaged for life: chocolate: packaging design for everyday objects*. Hong Kong: Viction Workshop Ltd.

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Further:

- <https://practicaltypography.com/>
- <https://www.typewolf.com/>
- <https://www.instagram.com/pentawards/>
- <https://www.underconsideration.com/brandnew/>
- <https://thedieline.com/>
- <https://bpando.org/>
- <https://fontreviewjournal.com/>
- <https://www.itsnicethat.com/>
- <https://www.creativeboom.com/>
- <https://www.creativelivesinprogress.com/>
- <https://type-01.com/>
- <https://www.dezeen.com/>
- <https://www.thisiscoolossal.com/>
- <https://abcoverd.co.uk/>
- <https://www.casualoptimist.com/>
- <https://the-brandidentity.com/>
- <https://designobserver.com/>
- <https://stackmagazines.com/>
- <https://magculture.com/>
- <https://eyeondesign.aiga.org/>
- <https://www.typographicposters.com/>
- <https://flatfile.lubalincenter.com/>
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