We think these books might be of interest as you explore different aspects of visual communications. Thanks to the students and faculty who helped us assemble this list. Use the call number listed after each title and author to find the book on our library shelves.

### GENERAL VISUAL COMMUNICATIONS

- **100 ideas that changed graphic design** / Steven Heller and Veronique Vienne - NK1530.H4456 2012
- **About graphic design** / Richard Hollis - NC998.A.H65 2012
- **AIGA professional practices in graphic design** / editor, Tad Crawford - NC1001.A44 2008
- **About graphic design** / Richard Hollis - NC998.A.H65 2012
- **Billboard : art on the road : a retrospective exhibition of artists' billboards of the last 30 years** / organized by Laura Steward Heon et al - N8217.A35H46 1999
- **Design literacy : understanding graphic design** / Steven Heller - NC998.A.H45 2014
- **Graphic design solutions** / Robin Landa - NC997.L32 2014
- **Graphic design: the new basics** / Ellen Lupton - NC997.L87 2008
- **Green graphic design** / Brian Dougherty - NC997.D64 2008
- **Hybrid imagery : the fusion of technology and graphic design** / April Greiman - NC998.A.G175 1990
- **Popular lies about graphic design** / Craig Ward - NC997.W37 2012
- **The designer's lexicon : the illustrated dictionary of design, printing, and computer terms** / Alastair Campbell - Z246.C2 2000
- **The Elements of Graphic Design : Space, Unity, Page Architecture, and Type** / Alex W. White - Z246.W56 2011
- **What is graphic design for?** / Alice Twemlow - NC997.T84 2006
- **Writing on the wall : word and image in modern art** / Simon Morley - N8265.M67 2003
ADVERTISING

Advertising by design: generating and designing creative ideas across media / Robin Landa - HF5823.L23 2010


Branded: the buying and selling of teenagers / Alissa Quart - HD 69 .B7 Q37 2003

Designing brand identity: an essential guide for the whole branding team / Alina Wheeler - O/S HD69.B7W44 2013

Karlssonwilker Inc's tellmewhy: the first 24 months of a New York design company / Clare Jacobson - NC999.4.K37J33 2003

The total package: the secret history and hidden meanings of boxes, bottles, cans and other personal containers / Thomas Hine - HF 5570 .H56 1997

DESIGN ACTIVISM

Design like you give a damn / edited by Architecture for Humanity - HV554.5.D47 2012

Designing for social change: strategies for community-based graphic design / Andrew Shea ; foreword by William Drenttel ; illustrations by Ellen Lupton - NC997.S455 2012


Graphic agitation: social and political graphics since the sixties / Liz McQuiston - O/S NC 997 .M37 1995

Green graphic design / Brian Dougherty - NC997.D64 2008

No more rules: graphic design and postmodernism / Rick Poynor - Z 246 .P69 2003

The design activist's handbook : how to change the world (or at least your part of it) with socially conscious design / Noah Scalin + Michelle Taute - NC997.S33 2012
## DESIGN HISTORY

100 ideas that changed graphic design / Steven Heller & Veronique Vienne - NK1530.H4456 2012

A history of graphic design / Philip B. Meggs - O/S Z 244.5 .M42 1991

Graphic design: a concise history / Richard Hollis - BF 637 .B4 P69 1999


Graphic design history: a critical guide / Johanna Drucker & Emily McVarish - NC998.D78 2013

Hatch show print: the history of a great American poster shop / Paul Kingsbury, Jim Sherraden - Z232.H38S48 2001

Meggs' history of graphic design / Philip B. Meggs & Alston W. Purvis - O/S Z 246 .M43 2006

No more rules: graphic design and postmodernism / Rick Poynor - Z246P69 2013


The decorative art of today / Le Corbusier & James Dunnett - NK 1390 .L413 1987


## ILLUSTRATION

Art of the digital age / Bruce Wands - N 7433.8 .W365 2006

Foundation: transforming found objects into digital assemblage / Spencer Drate - N 6494 .F6 D73 2003

## INFORMATION DESIGN

Beautiful evidence / Edward R, Tufte - P 93.5 .T837 2006

Cool Infographics: Effective Communication with Data Visualization and Design / Randy Krum – forthcoming

Envisioning Information / Edward R, Tufte - P93.5 .T84 1991
Information anxiety / Richard S. Wurman - P90 .W8 1989

Information architects / Richard S. Wurman - O/S NK 1510 .I64 1997

Information design / Robert E. Jacobson - NK 1510 .I53 1999

Information graphics / Sandra Rendgen ; ed., Julius Wiedemann ; [with essays by Paolo Ciuccarelli, Richard Saul Wurman, Simon Rogers ; including a poster by Nigel Holmes - O/S P93.5.R463 2012

Signage and wayfinding design: a complete guide to creating environmental graphic design system / Chris Calori - O/S T385.C351 2007

Signage systems & information graphics: a professional sourcebook / Andreas Uebele - O/S NC1002.S54U3413 2009

The visual display of quantitative information / Edward R, Tufte - QA 276.3 .T83 1983


PUBLICATION DESIGN

Exploring publication design / Evans Poppy - Z 246 .E933 2006

Grid systems in graphic design: a visual communication manual for graphic designers, typographers and three dimensional designers / Josef Müller-Brockmann - Z 246.M95 2008

How to make books / Esther K. Smith - Z 271.S63 2007


Layout / Gavin Ambrose - Z 246.A438 2005


Zines / Liza Farrelly - NC 997.Z46 2001

TYPOGRAPHY

Designing with type: a basic course in typography / James Craig - O/S Z250 .C88 1992
Handbook of type faces and lettering for artists, typographers, letterers, teachers & students / Jacob I. Biegeleisen - O/S .B56 1982


Thinking with type: a critical guide for designers, writers, editors & students / Ellen Lupton - Z 246 .L87 2004

Handwritten: expressive lettering in the digital age / Steven Heller - NK 3600.H35 2004

The elements of typographic style / Robert Bringhurst - Z 246.B74 1996

Typographics 1: the arts of typography from digital to dyeline / Roger Walton - NC 998.4.T9 1995

Typography sketchbooks / Steven Heller - Z 246.H445 2011

Watching words move / Ivan Chermayeff - Z 250 .C49 2006

VISUAL STUDIES


Clean new world: culture, politics, and graphic design / Maud Lavin - NC 997 .L345 2001

Design, form and chaos / Paul Rand - NC 997 .R27 1993

Design issues: how graphic design informs society / DK Holland - NC 997 .D448 2001

Handbook of visual analysis / Theo Van Leeuwen - P 93.5 .H36 2001

Hyper/Text/Theory / George P. Landow - M 81 .H96 1994

Into the image: culture and politics in the field of vision / Kevin Robins - HM 73 .R54 1996

Languages: an exhibition of artists using word and image / Rudolf H. Fuchs - N 6768.5 .C63 L3 197

Literacy in the new media age / Gunther R. Kress - LC 149.5 .K74 2003

Reading images: the grammar of visual design / Gunther R. Kress - NK 1510 .K64 2006

Something to be desired: essays on design / Véronique Vienne - NK 1390 .V54 2001