**平面设计课程及书单**

**LEVEL 4**

**MODULE CODE: WHAD4001**

**Communication, Context, Change (Historical & Contextual Studies )**

# **Essential**

|  |  |
| --- | --- |
| Marsen, Sky | Communication Studies (Basingstoke: Palgrave Foundation, 2006) |
| Baldwin, Jonathan & Roberts, Lucienne  Heller, Stephen; Vienne, Veronique  Ping, Jiao and Minick, Scott | Visual Communication: From theory to practice. (Lausanne: AVA, 2006)  100 Ideas that Changed Graphic Design (London: Laurence King, 2012)  Chinese Graphic Design in the Twentieth Century (London: Thames and Hudson, 2010) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Garland, Ken | A word in your eye: Opinions, observations and conjectures on design from 1960 to the present. (University of Reading: Department of Typography & Graphic Communication, Reading, 1996) |
| Healey, Matthew (Author), Weiwei, Tu (Translator)  Heller, Steven and Chwast, Seymour | Deconstructing Logo Design: 300+ International Logos Analyzed & Explained (Beijing: Publishing House of Electronics Industry, 2012)  Graphic Style: From Victorian to Digital. (London: Abrams, 2001) |
| Hollis, Richard | Graphic Design: A Concise History. (London: Thames and Hudson, 1994) |
| Meggs, Philip B. | A History of Graphic Design. (New York and Chichester: John Wiley, 1998) |
| Poyner, Rick | Design Without Boundaries: Visual Communication in Transition. (London: Booth-Clibborn Editions, 1998) |
| Roberts, Lucienne | Good: An introduction to ethics in Graphic Design. (Lausanne: AVA Academia, 2006) |

**MODULE CODE: WHAD4003 Typography**

# **Essential**

|  |  |
| --- | --- |
| Gale, Nathan | *Type 1: Digital Typeface Design* (London: Lawrence King, 2002) |
| Jury, David | *About Face: Reviving the Rules of Typography* (Mies, Switzerland: Rotovision, 2002) |
| Kane, John | *‘A’ Type Primer*. (London: Lawrence King, 2002) |
| Swann, Cal  Elen Lupton  Cheng, Karen | *Language and Typography*. (London: Lund Humphries, 1991)  *Thinking with type: A Critical Guide for Designers, Writers, Editors and Students* (Princeton: Princeton Architectural Press; 2nd Revised Addition 2010)  *Designing Type* (Beijing: People’s Post and Telecommunication Press, 2014) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Baines, Phil and Haslam, Andrew | *Type & Typograph*y (London: Lawrence King, 2002) |
| Blackwell, Lewis | *The End of Print: The Graphic Design of David Carson*. (London: Lawrence King, 1995). |
| Branczyk, Alexander et. al. (eds.) | *Emotional Digital: A Sourcebook of Contemporary Typographies*. (London: Thames & Hudson, 2001) |
| Fella, Edward | *Edward Fella: Letters on America.* (London: Lawrence King, 2000) |
| Gill, Eric | *An Essay on Typography*. (London: Lund Humphries, 1988) |
| Heller, Steven and Meggs, Philip B. (eds.) | *Texts on Type: Critical Writings on Typography*. (New York, N.Y.: Allworth Press, 2001) |
| Heller, Steven and Llio, Mirks | *Handwritten: Expressive lettering in the Digital Age*. (London: Thames & Hudson, 2004) |
| Jury, David | *Typographic Writing*. (London: ISTD, 2001) |
| Kexi, Zhong  Mason, Daniel  Muller, Lars | *The Art of Chinese Calligraphy* (Shanghai: Better Link Press Inc. 2010)  *Materials Process Print* (Chinese Publication, Beijing: China Youth New Century Publisher, 2008)  *Helvetica Forever, Story of a Typeface* (Chinese Publication, Chonqing: Chongqing University Press, 2013) |
| Triggs, Teal | *The Typographic Experiment: Radical Innovation in Contemporary Type Design*. (London: Thames & Hudson, 2003) |
| Weingart, Wolfgang | *Typography: My Way to Typography.* (Switzerland: Lars, Muller, Baden, 2000 reprint) |
| Why Not Associates | *Why Not* (London: Booth-Clibborn Editions, 2003) |

**MODULE CODE: WHAD4005**

**Graphic Communication and Design for Publication**

# **Essential**

|  |  |
| --- | --- |
| Dabner, David | Graphic Design School: the Principles & Practices of Graphic Design. (London: Thames & Hudson, 2004) |
| Fawcett-Tang, Roger and Roberts, Caroline  Lin, Liu; Quanyi Zhao and Lan, Ming | New Book Design. (London: Lawrence King, 2004)  Book Design 1st Edition (Beijing: Peking University Press, 2010) |
| Heller, Steven and Pomeroy, Karen | Design Literacy: Understanding Graphic Design ( New York: Allworth Press, 2004) |
| Jeremy, Leslie | Issues: New Magazine Design. (London: Lawrence King, 2000) |

**Recommended and Background**

|  |  |
| --- | --- |
| Lu, Zingren  Evamy, Michael  Davies, Jo and Brazell, Derek | Truth in Books – China Youth New Century Colleges and Universities Design Textbook (Beijing: China Youth Press, 2006)  World without Words. (London: Lawrence King, 2003)  Making Great Illustration (London: A&C Black,2012) |
| Ericson, Eric and Johan, Phil | Design for Impact. (London: Lawrence King, 2002) |
| Hochieli, J. | Designing Books: Practical & Theory (Reading: Hyphen Press, 1996) |
| Hoffman, J Visual | Language: How We Create what We Say (Norton, 1998) |
| Hyland, Angus and Bell, Roanne | Hand to Eye: Contemporary Illustration (New York: Watson-Guptill Publications, 2001) |
| Hyland, A | Pen & Mouse: Commercial Art and Digital Illustration (New York: Watson-Guptill Publications, 2000) |
| Moser, Horst | The Art Directors’ Handbook of Professional Magazine Design. (London: Thames & Hudson, 2003) |
| Muller-Brockmann, Joseph | Grid Systems in Graphic Design. (Arthur Niggli, 1996) |
| Samara, Timothy | Making and Breaking the Grid: A Graphic Design layout workshop. |
| Spiekermann, Erik, and Ginger, E.M. | Stop Stealing Sheep and find out how Type Works – 2nd edition. (Berkley CA: Adobe Systems Inc., Peachpit Press, 2003) |
| Vienne, Veronique | Chip Kidd. (London: Lawrence King, 2003) |
| White, Alexander, W. | The Elements of Graphic Design. (Allworth Press, 2002) |
| Williamson, H | Methods of Book Design, 3rd Edition (Yale University Press, 1985) |

MODULE CODE: WHAD4007 Visual and Technical Studies 1

# **Essential**

|  |  |
| --- | --- |
| Morgan, John & Welton, Peter | See what I mean? An Introduction to Visual Communication (London: Edward Arnold, 1992) |
| Sturken, Marita & Cartwright, Lisa | Practices of Looking 2nd edition (Oxford: Oxford U.P., 2009) |
| Taylor, Brandon | The Art of Today (London: Weidenfeld and Nicolson, 1995) |
| Berger, John  Kuang, Zeng and Pan, Pan  Berry, Chris; Xinyu, Lu and Rofel, Lisa (Eds)  Toman, Rolf | Ways of Seeing, (London: Penguin Books, 1972)  Cutout +Retouching+ Color + Synthesis + Special Effects Photoshop 5 Disciplines (Beijing: People’s Post and Telecommunication Press, 2013)  The New Chinese Documentary Film Movement: For the Public Record (Hong Kong: Hong Kong University Press, 2010)  Gothic：Architecture ·Sculpture· Painting (Published in China, Beijing: China Railway Press, 2012) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Gill, Robert W. | Creative Perspective, (London: Thames and Hudson, 1975) |
| Jute, A. | Colour for Professional Communicators, (London: Batsford, 1993) |
| Kemp, Martin | The Science of Art: Optical themes in Western Art from Brunelleschi to Seurat (London, Newhaven: Yale University Press, 1992) |
| Lauer, David A. & Pentak S. | Design Basics, 4th Edition (Forth Worth: Harcourt Brace College, 1995) |
| Osborne, R. | Lights and Pigments: Colour Principles for Artists (London: J. Murray, 1980) |
| Wells, L. | Photography, A Critical Introduction, (London: Routledge, 2000) |
| Wright, L. | Perspective in Perspective (London: Routledge and Kegan Paul, 1983 |

LEVEL 5

**MODULE CODE: WHAD5000 Design, Audience, Consumer**

# **Essential**

|  |  |
| --- | --- |
| Victionary (Ed)  Blackwell, Lewis | Point East: Explore Stunning Talents in Asia (Hong Kong: Victionary, 2008)  20th Century Type. (London: Laurence King Publishing, 2004) |
| Lupton, Ellen and Abbott Miller, J. | Design writing research: Writing on graphic design. (London: Phaidon, 1999) |
| Sturken, Marita and Cartwright, Lisa  Wallentin, Lars, G.  Healey, Matthew (Author), Weiwei, Tu (Translator) | Practices of Looking 2nd edition (Oxford: Oxford University Press, 2009)  The World's First Book About Packaging Communication, (Chinese Publication, Beijing: Peking University Press, 2013)  Deconstructing Logo Design: 300+ International Logos Analyzed & Explained ( Beijing, Publishing House of Electronics Industry, 2012) |

# **Recommended and Background**

Minick, Scott The Fundamentals of Graphic Design (London: Fairchild Books, 2009)

|  |  |
| --- | --- |
| Baldwin, Jonathan and Roberts, Lucienne | Visual Communication: From theory to practice. (Lausanne: AVA, 2006) |
| Febvre, Lucien | The Coming of the Book: the impact of printing, 1450-1800  (London: Verso, 1984) |
| Kinross, Robin | Modern Typography: an essay in critical history  (London: Hyphen Press, 1992) |
| Lupton, Ellen | Mixing Messages: Contemporary Graphic Design In America.  (London: Thames and Hudson, 1996) |
| Poyner, Rick | No More Rules: Graphic Design and Postmodernism.  (London: Laurence King Publishing, 2003) |
| Roberts, Lucienne | Good: An introduction to ethics in Graphic Design.  (Lausanne: AVA Academia, 2006) |
| Sparke, Penny | An Introduction to Design and Culture 1900 to date.  (London: Routledge, 2004) |
| Twyman, Michael | Printing 1770–1970: An illustrated history of its development and uses in England. (London: British Library, 1998) |

MODULE CODE: WHAD5002 Design Technologies

# **Essential**

|  |  |
| --- | --- |
| Brock, Chris | Inspiring Web Design. (AVA publishing, 2002) |
| Johansson, Kaj, Lundberg,  Peter and Ryberg, Robert | A Guide to Graphic Print Production (New York: John Wiley and Sons, 2003) |
| Lacey, Joel | The Complete Guide to Digital Imaging. (London: Thames & Hudson, 2002) |
| Wilson, Andrew  Xiaoyan, Jin | The Print Manager’s Handbook (London: Unity Print  and Publishing, 2005)  Sense of form+: Creativity Expanding and Fast Performance of Webpage's Visual Design (Beijing: Tsinghua University Press, 2014) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Burgoyne, Patrick and Faber, Liz | Used. Browser 3: The Internet Design Project. (London: Lawrence King, 2001) |
| Cohen, Sandee and Robin Williams | The Non-Designer’s Scan & Print Book (Berkeley CA: Peachpit Press, 1999) |
| Dredge, Stuart | Web3D: New Perspectives. (London: Lawrence King, 2002) |
| Fawcett-Tang, Roger and Roberts, Caroline | New Book Design. (London: Lawrence King, 2004) |
| Gordon, Rob | Making Digital Type look Good. (London: Thames & Hudson, 2001) |
| Jeremy, Leslie | Issues: New Magazine Design. (London: Lawrence King, 2000) |
| McDonald, Nico | What is Web Design? (Mies, Switzerland: Rotovision, 2003) |
| Moser, Horst | The Art Directors’ Handbook of Professional Magazine Design. (London: Thames & Hudson, 2003) |
| Samara, Timothy | Making and Breaking the Grid: A Graphic Design layout workshop. (Gloucester MA: Rockport Publishers, 2004) |
| Spiebkrmann, Erik, and Ginger, E.M.  Tengfei Technology | Stop Stealing Sheep and find out how Type Works – 2nd edition. (Berkley CA: Adobe Systems Inc., Peachpit Press, 2003)  Learn and Use Dreamweaver CS6, Flash CS6 and Fireworks CS6 for Web Design (Beijing: People’s Post and Telecommunication Press, 2013) |
| White, Alexander, W. | The Elements of Graphic Design. (New York: Allworth Press, 2002) |
| Woodman, Matt | Digital Information Graphics. (London: Thames & Hudson, 2002) |

MODULE CODE: WHAD5004 Branding Corporate Graphics/Major Project

# **Essential**

Olins, Wally Wally Olins on Brand (London: Thames and Hudson, 2003)

Chaoying, Wang Beyond the CI: New Corporate Image Design (Shanghai: Shanghai People’s

Fine Arts Publishing House, 2008)

Wheeler, Alina Designing Brand Identity (New York: John Wiley, 2003)

# **Recommended and Background**

|  |  |
| --- | --- |
| Blackwell, Lewis and Ashworth, Chris | Soon: Brands of Tomorrow. (London: Lawrence Hill, 2002) |
| Dorrian, Mike and Ferrelly, Liz | Business Cards: The Art of Seeing Hello. (London: Lawrence Hill, 2004) |
| Klein, Naomi | No Logo (London: Flamingo Harper Collins, 2002) |
| Pavitt, Jane (ed)  Shaoqiang, Wang | Brand New (London: V&A, 2000)  Big Brand Theory (Beijing: China Youth Press, 2012) |
| Williams, Gareth | Branded? Products and their Personalities (London: V&A, 2000) |

MODULE CODE: WHAD5007 Professional Studies for Artists and Designers

# **Essential**

|  |  |
| --- | --- |
| Allan, Stuart | Online News: Journalism and the internet (Open University 2006) |
| Barrow, Colin, Barrow, Paul and Brown, Robert. | The business plan workbook – 4th Ed. (Business enterprise guides: Kogan Page, 2001) |
| Banks, David and Hanna, Mark | McNae's Essential law for journalists (Oxford: OUP, 20th Edition, 2009) |
|  |  |
| Martin, Roger | The design of business: why design thinking is the next competitive advantage. (Boston: Harvard Business School Press, 2009) |
| Parish, David | T-Shirts and Suits: A guide to the business of creativity (Liverpool: Merseyside ACME, 2006 - Electronically available at www.merseysideacme.com) |
| Shaofeng, Chen and Libo, Zhang | Business Models on Cultural Industries (Beijing: Peking University Press, 2011) |
| Stokes, David R. | Small Business management - 4th ed, (Continuum, 2002) |
| Wilkins, Lee and Christians, Clifford G. (eds) | Handbook of Media Ethics (Routledge, 1st edition, 2008) |

**Recommended and Background**

|  |  |
| --- | --- |
| Barrow, Colin. | Financial management for the small business - 5th ed. (London: Kogan Page, 2001) |
| Beaver, Graham | Small business, entrepreneurship and enterprise development (London: Financial Times Prentice Hall, 2002) |
| Blackwell, Edward | How to prepare a business plan - 4th ed, (London: Kogan Page, 2002) |
| Burns, Paul | Entrepreneurship and small business, (Basingstoke: Palgrave Macmillan, 2001) |
| Caplin, Lee [edited by] | The Business of Art - 3rd ed. (London: Prentice Hall, 1998) |
| Carroll, Archie B and Buchholtz, Ann K. | Business & society: ethics and stakeholder  management 5th ed. (Andover: Thomson Learning, 2003) |
| Covello, Joseph A and Hazelgren, Brian.  Dao, Zeng Tian Hong | Your first business plan 4th ed. (Naperville Il: Sourcebooks, 2002)  Business Models of Japanese Animation Industry (London: Longman Book Press, 2012) |
| Deakins, David and Freel, Mark | Entrepreneurship and small firms - 3rd ed.  (McGraw-Hill Education, 2003) |
| Farley, Rebecca. [edited by] | AN essentials - 1999 |
|  |  |
| Jones, Chris | The Guerilla Filmmaker's Handbook (New York, Continuum, 2006) |
| Jones, Chris | The Guerilla Filmmaker's Movie Blueprint (London: Continuum, 2003) |
| Kogan, Helen [edited by] | How to set up and run your own business - 16th ed, (Kogan Page, 2000) |
| Mornement, Caroline.  [edited by] | Second steps: a guide to setting up a business in the craft world, [3rd ed.]BCF, 2003 |
| NESTA | Launch your own successful business. (UK: NESTA, 2009 – available under a Creative Commons Licence) |
| Paton, Rob.  Simin,Yang | Managing and measuring social enterprises, (London: SAGE, 2003)  Advertising planning and strategy (Beijing: China Youth Press, 2006) |
| Shaughnessy, A. | How to be a Graphic Designer without losing your soul (London, Lawrence King Publishing, 2005) |
| Taylor, Fig. [edited by] | Survive: the illustrators guide to a professional career, (London: Association of Illustrators, c2001) |

# **MODULE CODE: WHAD5006 Visual and Technical Studies 2**

# **Essential**

|  |  |
| --- | --- |
| Arnheim, R. | Art and Visual Perception: Psychology of the Creative Eye (Berkeley: , University of California Press, 2004) |
| Godfrey, Tony  Jing, Zhang and Ling, Guan  Zhenzhong, Qiu | Conceptual Art, (London: Phaidon, 1998)  Visual and auditory language of Film (Beijing: Communication University of China Press, 2013  167 Chinese Calligraphy Practice: Analysis and Training of Calligraphy Techniques (Beijing: Renmin University Press, 2005) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Barthes, Roland | Mythologies (London: Vintage, 1993) |
| Hogarth, Paul & Whitford, Frank | Drawing on Life (London: Royal Academy, 2002) |
| McQuiston, Liz  Shengjian, Xue  Simon, Mark | Graphic Agitation; Social and Political Graphics Since the Sixties (London: Phaidon, 1996)  Art & Design (Beijing: Machinery Industry Press, 2012)  Storyboards-Motion in Art (Beijing: People Post and Telegraphy Press, 2011) |
| Mealing, Stuart | Computers & Art (Bristol: Intellect, 2002) |
| Wells, Liz. | Photography a Critical Introduction (London: Routledge, 2000) |

# **MODULE CODE: WHAD5008 Visual and Technical Studies 3**

# **Essential**

|  |  |
| --- | --- |
| Barnard, Malcolm | Art, Design & Visual Culture (Basingstoke; Macmillan, 2002) |
| Clarke, Graham  McCandless, David | The Photograph (Oxford: Oxford University Press, 1997)  The Visual Miscellanea (London: Harper Collins, 2009) |
| McKelvey, Roy | Hyper Graphics (Crans-Prés-Céligny: Rotovision, 1998) |
| Staniszewski, Mary Anne | Believing is Seeing (Harmondsworth: Penguin, 1995) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Hogarth, Paul & Whitford, Frank | Drawing on Life (London: Royal Academy, 2002) |
| McQuiston, Liz | Graphic Agitation; Social and Political Graphics Since the Sixties (London: Phaidon, 1996) |
| Mealing, Stuart | Computer & Art (Bristol: Intellect, 2002) |
| Morgan, Conway Lloyd Norman, Donald ,A | Logo, Identity, Brand, Culture (Crans-Prés-Céligny: Rotovision, 1999)  The Design of Everyday Things (Chinese Publication, Beijing: CITIC Publishing House, 2008) |

LEVEL 6

MODULE CODE: WHAD6000 Dissertation

# **Essential**

As required by student

# **Recommended and Background**

|  |  |
| --- | --- |
| Chambers, Ellie and  Northedge, Andrew | The Arts Good Study Guide (Milton Keynes: Open University Press, 2nd edition, 2008) |
| Cottrell, Stella | Critical Thinking Skills: Developing effective analysis and argument (Basingstoke: Palgrave Macmillan, 2005) |
| Glatthorn, Allan A. & Joyner, Randy L. | Writing the Winning Thesis or Dissertation A step-by-step guide. 2nd Edn., 2005  (specifically for its chapter 14, ‘Mastering Academic Style’) |
| Levin, Peter | Excellent Dissertations (Milton Keynes: OUP, 2005) |
| Swetnam, Derrick | Writing your dissertation: how to plan, prepare and present successful work (Oxford: How to books, 2000) |
| Williams, Kate | Getting Critical (Basingstoke: Palgrave Macmillan, 2009) |
| Williams, Kate & Carroll, Jude | Referencing and Understanding Plagiarism (Basingstoke: Palgrave Macmillan, 2009) |

MODULE CODE: WHAD6001 Major Project (Personal and External Liaison)

Devised in consultation with module co-ordinator and geared to individual needs.

**MODULE CODE: WHAD6002 Advance Creative Enquiry**

As appropriate to each discipline and recommended by P.D.’s and module tutors.

**MODULE CODE: WHAD6003 Marketing, Promotion and Exhibition**

# **Essential**

|  |  |
| --- | --- |
| Dernie, David  Greenburg, R. (ed.)  Ferguson, B. (ed.) and Nairne, S. (ed.) | Exhibition Design (London: Laurence King, 2007)  Thinking about exhibitions (London: Routledge, 1996) |
| Goldfarb, Roz  Jianfeng, Le  Lorenc, Jan; Skolnick, Lee and Berger, Craig | Careers by Design: A Business Guide for Graphic Designers. (Watson-Guptal, 2001)  Advertising Copy (Shanghai: Shanghai People's Fine Arts Press, 2009)  What is Exhibition Design (Hove: RotoVision, 2007) |
| Martin, Roger | The design of business: why design thinking is the next competitive advantage. (Boston: Harvard Business School Press, 2009) |
| Parish, David | T-Shirts and Suits: A guide to the business of creativity (Liverpool: Merseyside ACME, 2006 - Electronically available at www.merseysideacme.com) |

# **Recommended and Background**

|  |  |
| --- | --- |
| Barrow, C. | The Business Plan Workbook. (Basingstoke: Kogan Page, 2001) |
| Bjorkegren, D. | The Culture Business: Management Strategies for the Arts Related Business. (London: Routledge, 1996) |
| Fleishman, Michael  Levey. David.B. | Starting Your Career as a Freelance Illustrator or Graphic Designer. (New York: Watson Guptil Pubs., 2001)  Your Career in Animation: How to Survive and Thrive (New York: Allworth Press, 2006) |
| Rae, D. | From Opportunity to Action (New York / Basingstoke: Palgrave Macmillan, 2007) |
| Reeve, J. | The art of showing art (Tulsa OK: Council Oak Books, 1992) |
| Shaughnessy, A. | How to be a Graphic Designer without losing your soul, 2nd Ed (London: Lawrence King Publishing, 2010) |