



University of
Hertfordshire **UH**

Graphic Design



Reading and Materials List

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

Abraham Lincoln

When embarking on any new venture, it is of paramount importance that you are well prepared and we understand this need for you to start your student journey fully equipped and ready to learn. We have therefore prepared this Reading and Materials List to enable you to get ready for when your new programme begins.

The materials listed here are extensive, but don't worry, you are not expected to purchase them all and do so immediately. We have identified everything you need for the full duration of your programme, but your specific requirements will vary with your current level, module and project. You may also find that (particularly at Level 6) your individual project needs lie outside the materials listed here.

It is an unavoidable part of creative disciplines that there will be costs incurred to procure your design materials, equipment and software, and whilst you will have to make financial allowances for these costs, the value of these purchases will go beyond the items themselves. By investing in quality resources, you will set yourself up as an effective creative practitioner, student and professional.

Whilst some expenses are necessary, where possible you do not need to purchase certain materials, as long as you can use them for the tasks that require them. For example, perhaps you can access them via an open access studio, media resource centre, local library or Community Centre. You can use StudyNet which provides an abundant array of resources as well as access to the University of Hertfordshire's online library.

“If you invest nothing, the reward is worth little.”

Richelle E. Goodrich, *Being Bold*



General Requirements for All Levels of Study

As this is an online degree programme, you will need to ensure you have regular access to a computer (PC or Mac), as although IDI-Study is compatible for most devices, you will enjoy the optimal student experience on a larger screen. You must also ensure that you have an up-to-date operating system (OSX or later for a Mac and Windows 7 or above for a PC) as well as a reliable Internet connection.

The basic software functions you will require throughout your study are as:

- Internet Browser: Google Chrome or Mozilla Firefox (latest versions)
- Word Processing Software: Microsoft Word or Google Docs
- Presentation Making Software: Microsoft PowerPoint or Google Slides
- Image Editing Software: Adobe Photoshop, or free alternatives Pixlr, Affinity or Gimp
- Art and Design Software: Adobe Creative Cloud: Illustrator, Photoshop, InDesign
- Hardware: Digital camera and a scanner (optional)

Most of the software above is free, and as a student of the University of Hertfordshire you get free access to Microsoft Office365 (which includes MS Word and MS PowerPoint) as well as a student discount on Adobe Creative Cloud software.

“It’s best to have your tools with you. If you don’t, you’re apt to find something you didn’t expect and get discouraged.”

Stephen King, *On Writing: A Memoir of the Craft*



Basic Equipment and Materials

We have here listed everything we think you might need for your creative journey. This list is not exhaustive and whilst you might not need all items at once, this list should serve as a useful starting point as you set yourself up as a design student and a creative professional.

- A4 or A3 sketchbooks
- Fine liner pens (various widths)
- Range of pencils (5B, 4B, 3B, 2B, B, HB, H)
- Acrylics/watercolour or gouache paint starter kits
- Experimental media (coloured crayons, coloured pencils, pastels, chalks, inks, charcoal)
- A3 cutting mat
- Scalpel and 10A blades
- Steel ruler
- Craft Scissors
- Thin and medium artist paintbrushes
- General Purpose Adhesive
- Masking Tape
- Layout paper (A3)
- Tracing pad (A3)
- Marker pens, black, range of greys, dark medium and light and primary colours.
- Block printing inks starter kit
- Mounting board or card
- Lino cutter set and blades

“All things are ready, if our mind be so.”

William Shakespeare, Henry V



Reading List

Reading up on the subject before commencing your studies can be a helpful and enjoyable way of getting a head start on your learning. We have therefore identified some key texts that will enable you to prepare for your programme and which will support you throughout your studies.

Core Texts

Graphic Design and Visual Communication

Ambrose, G. and Aono-Billson, N. (2011) Basics Graphic Design 01: Approach and Language. AVA Academia.

Ambrose, G. and Harris, P. (2009) The Fundamentals Of Graphic Design. AVA Academia.

Barnard, M. (2013) Graphic Design as Communication. Routledge.

Dabner, D. (2012) Graphic Design School: The Principles and Practices of Graphic Design. Thames and Hudson.

Ingledeu, J. (2011) The A-Z of Visual Ideas: How to Solve any Creative Brief. Laurence King.

Marshall, L. and Meachem, L. (2010) How To Use Images. Laurence King.

Vit, A. and Gomez Palacio, B. (2014) Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design. Quayside.

Typography

Krysinski, M. (2017) *The Art of Type and Typography: Explorations in Use and Practice*. Routledge.

Strizver, I. (2010) *Type Rules: The Designer's Guide to Professional Typography*. John Wiley.

Tselentis, J., Haley, A. and Poulin, R. (2012) *Typography, Referenced: A Comprehensive Visual Guide*. Rockport Publishing.

Professional Practice

Heller, S. and Vienne, V. (2015) *Becoming a Graphic and Digital Designer: A Guide to Careers in Design*. John Wiley.

Taylor, F. (2013) *How to Create a Portfolio and Get Hired*. Laurence King Publishing.

Volk L. and Currier, D. (2014) *No Plastic Sleeves: Portfolio and Self Promotion Guide*. Taylor and Francis.

Design Theory and History

Crow, D. (2015) *Visible Signs: An Introduction to Semiotics in the Visual Arts*. AVA Publishing.

Heller, S. (2014) *Design Literacy: Understanding Graphic Design*. Allworth Press.

Meggs, P. and Purvis, A. (2016) *Meggs' History of Graphic Design*. John Wiley.

Design Software Guides

Cohen, S. (2013) *InDesign CC for Macintosh and Windows: Visual Quickstart Guide*. Peachpit Press.

Weimann, E. and Lourekas, P. (2014) *Illustrator CC for Windows and Macintosh: Visual QuickStart Guide*. Peachpit Press.

Weinmann, E. and Lourekas, P. (2014) *Photoshop CC for Windows and Macintosh: Visual Quickstart Guide*. Peachpit Press.

Recommended Texts

These texts are not integral to your studies, but have been selected by academic specialists as complementary to the programme content. Whilst you are not expected to purchase or read these, they should serve as recommendations if you wish to investigate these topics further.

Graphic Design

Albers, J. (2013) *Interaction of Colour*. Yale University Press.

Baldwin, J. and Roberts, L. (2006) *Visual Communication: From Theory to Practice*. AVA Publishing.

Coles, S. (2013) *The Geometry of Type: The Anatomy of 100 Essential Typefaces*. Thames and Hudson.

De Bono, E. (1990) *Lateral Thinking: A Textbook of Creativity*. Penguin Books.

Dubberly, H. (2005) *How do you Design? A Compendium of Models*. Dubberly Design Office.

Eskilson, S. K. (2019) *Graphic Design: A History*. Laurence King.

Evamy, M. (2015) *Logo: The Reference Guide To Symbols and Logotypes*. Laurence King.

Hart, H. (2014) *New Hart's Rules for Compositors and Readers*. Oxford University Press.

Heller, S., Anderson, G. (2016) *The Graphic Design Idea Book*. Laurence King.

Müller-Brockmann, J. (2008) *Grid Systems in Graphic Design: A Handbook for Graphic Artists, Typographers, and Exhibition Designers*. Niggli Verlag.

Noble, I. and Bestley, R. (2011) *Visual Research: An Introduction to Research Methodologies in Graphic Design*. AVA Publishing.

Rand, P. (2016) *A Designer's Art*. Princeton Architectural Press.

Typography

Bringhurst, R. (2013) *The Elements of Typographic Style*. Hartley and Marks.

Cheng, K. (2006) *Designing Type*. Laurence King.

Jury, D. (2006) *What is Typography?* RotoVision.

Kane, J. (2011) *A Type Primer*. Laurence King.

Lupton, E. (2009) *Thinking with Type: A Primer for Designers*. Princeton Architectural Press.

Extracts available at: <http://thinkingwithtype.com>

Branding

Airey, D (2019) Identity Designed. Rockport Publishing.

Benson, E and Perullo, Y (2016) Design to Renourish: Sustainable Graphic Design in Practice. CRC Press.

Claver-Fine, P. (2016) Sustainable Graphic Design. Bloomsbury Academic.

Kim, H. and Geissbuhler, S. (2017) Graphic Design Discourse: Evolving Theories, Ideologies, and Processes of Visual Communication. Princeton Architectural Press.

Malinic, R (2016) Book Of Ideas: A Journal Of Creative Direction And Graphic Design, Volume 1. Brand Nu.

Malinic, R. (2019) Book Of Branding - A Guide To Creating Brand Identity For Startups And Beyond. Brand Nu.

Design Theory

Barnet, S. (2014) A Short Guide to Writing About Art. 10th Edition. Pearson Education.

D'Alleva, A. (2012) Methods and Theories of Art History. Laurence King.

Dondis, D. A. (1973) A Primer of Visual Literacy. Mit Press.

Eskilson, S. J. (2007) Graphic Design: A New History. Laurence King.

Shaughnessy, A. (2010) How to be a Graphic Designer, Without Losing Your Soul. Laurence King.

Sturken, M and Cartwright, L. (2018) Practices of Looking: An Introduction to Visual Culture. 3rd Edition. Oxford Higher Education.