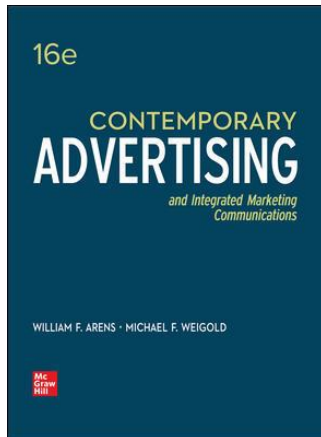# LIBRARY BOOK SUGGESTIONS VOL.2/2020

TITLE   : CONTEMPORARY ADVERTISING
EDITION   : 6th EDITION
AUTHOR   : WILLIAM ARENS AND MICHEAL WEIGOLD
ISBN   : 9781260259308

SYNOPSIS:

Significantly more coverage of digital & social media, consumer privacy and data protection, ethics, diversity and global coverage and all data, examples, statistics, images and vignettes updated to reflect the latest information available
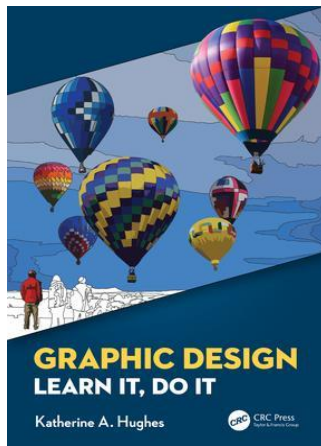
TITLE   : GRAPHIC DESIGN: LEARN IT, DO IT
AUTHOR   : KATHERINEA. HUGHES
ISBN   : 9780367075347

SYNOPSIS:

Graphic Design: Learn It, Do It is an introduction to the fundamentals of graphic design and the Adobe Creative Cloud applications used to put these concepts into practice. This book is intended for production-oriented audiences, those interested in the what, why and how of graphic design. The "what" is effective graphic design, a visual solution created using the design principles that stands out in a crowded marketplace. This discussion includes color theory, typography and page layout. Focus on the "why" of design begins with the reasons why we communicate. Attention is paid to the purpose of the visual solution and to its audiences. The conversation highlights output options (print vs. onscreen) and their related file properties. The "how" of design addresses the stages of production and use of Adobe Photoshop CC, Illustrator CC and InDesign CC to translate an idea into a visual solution. Following an overview of each application and its uses, step-by-step exercises are provided to foster familiarity with each application's workspace and its tools.
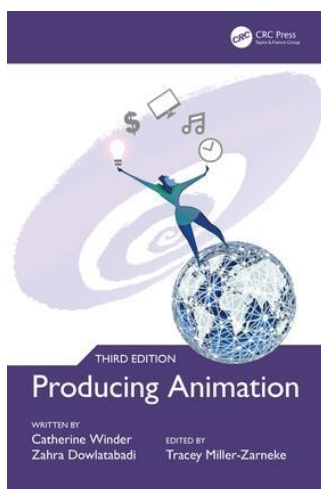
TITLE   : PRODUCING ANIMATION
EDITION   : 3rd EDITION
AUTHOR   : CATHERINE WINDER AND ZAHRA DOWLATABADI
ISBN   : 9781138591264

SYNOPSIS:

Producing Animation is a clear and comprehensive guide to a dynamic industry. Already a relied-upon resource by professionals and students alike, this book covers the process from concept to screen while defining the role of the producer at each phase. The third edition features new content on the latest innovations plus insights on key topics from industry experts, sidebars on legal matters, as well as case studies on content adaptation and artists' insider production experiences.
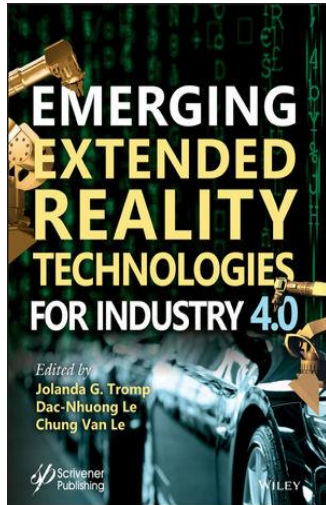
TITLE   : EMERGING EXTENDED REALITY TECHNOLOGIES FOR INDUSTRY
                   4.0: EARLY EXPERIENCES WITH CONCEPTION, DESIGN,
                   IMPLEMENTATION, EVALUATION AND DEPLOYMENT
EDITION   : 3rd EDITION
AUTHOR   : JOLANDA G.TROMP, DAC-NHUONG LE AND CHUNG VAN LE
ISBN   : 9781119654636

SYNOPSIS:

In the fast-developing world of Industry 4.0, which combines Extended Reality (XR) technologies, such as Virtual Reality (VR) and Augmented Reality (AR), creating location aware applications to interact with smart objects and smart processes via Cloud Computing strategies enabled with Artificial Intelligence (AI) and the Internet of Things (IoT), factories and processes can be automated and machines can be enabled with self-monitoring capabilities. Smart objects are given the ability to analyze and communicate with each other and their human co-workers, delivering the opportunity for much smoother processes, and freeing up workers for other tasks. Industry 4.0 enabled smart objects can be monitored, designed, tested and controlled via their digital twins, and these processes and controls are visualized in VR/AR. The Industry 4.0 technologies provide powerful, largely unexplored application areas that will revolutionize the way we work collaborate and live our lives. It is important to understand the opportunities and impact of the new technologies and the effects from a production, safety and societal point of view.
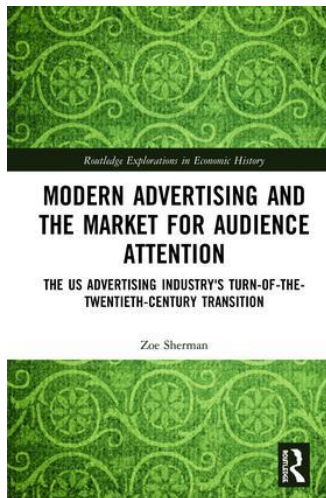
TITLE   : MODERN ADVERTISING AND THE MARKET FOR AUDIENCE
                   ATTENTION
EDITION   : 1st EDITION
AUTHOR   : ZOE SHERMAN
ISBN   : 9781138201545

SYNOPSIS:

This highly original and accessible book re-centers the story of the invention of modern advertising on the question of how access to audiences was streamlined and standardized. Drawing from late-nineteenth and early-twentieth-century materials, especially from the advertising industry's professional journals and the business press, chapters on the development of print media, billboard, and direct mail advertising illustrate the struggles amongst advertisers, intermediaries, audience-sellers, and often-resistant audiences themselves. Over time, the maturing advertising industry transformed the haphazard business of getting advertisements before the eyes of the public into a market in which audience attention could be traded as a commodity. This book applies economic theory with historical narrative to explain market participants' ongoing quests to expand the reach of the market and to increase the efficiency of attention harvesting operations. It will be of interest to scholars of contemporary American advertising, the history of advertising more generally, and also of economic history and theory.
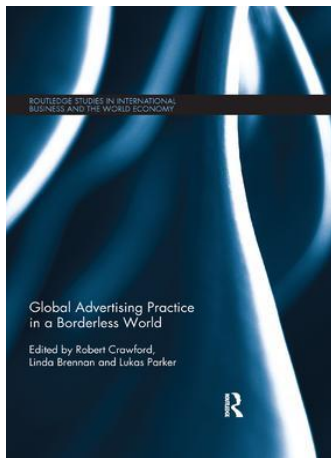
TITLE   : GLOBAL ADVERTISING PRACTICE IN A BORDERLESS WORLD
EDITION   : 1st EDITION
AUTHOR   : ROBERT CRAFORD, LINDA BRENNAN, LUKAS PARKER
ISBN   : 9780367873158

SYNOPSIS:
Cultural and regional differences in creating and managing advertising require unique responses to a dynamic, rapidly globalising business environment. To be global in advertising is no longer to be homogenized or standardized; it is to be at the leading edge of social and cultural trends that are changing the world as we know it. *Global Advertising Practice in a Borderless World* covers a wide range of adaptive advertising practices, from major and emerging markets, in mainstream and digital advertising. Covering past, present and potential futures, through an impressive ensemble of global advertising practitioners and academics, the book combines academic rigor with practical insights to provide a comprehensive analysis of the changing dynamics between advertising and globalization. It will be of great interest to researchers, educators and advanced students in advertising, global branding, international marketing, international business media, communication and cultural studies.
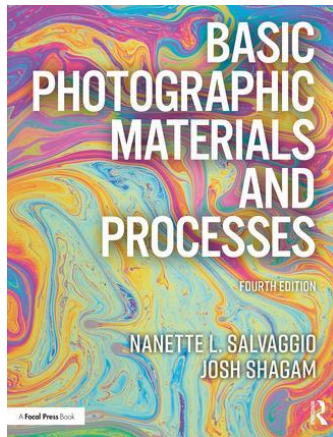
TITLE : BASIC PHOTOGRAPHIC MATERIALS AND PROCESSES
EDITION : 4th EDITION
AUTHOR : NANETTE L. SALVAGGIO AND JOSH SHAGAM
**ISBN** : 9781138744370

SYNOPSIS:

Basic Photographic Materials and Processes describes the three crucial stages of creating the perfect photograph—capture, processing and output—by providing a thorough technical investigation of modern, applied photographic technologies. This new edition has been fully revised and updated to explore digital image capture, processing and output. It covers a wide range of topics including: the scientific principles of measuring and recording light, the inner workings of digital cameras, image processing concepts, color management and photographic output to screen and print media. With these topics come in-depth discussions of extending dynamic range, image histograms, camera characterization, display capabilities, printer and paper technologies. It also includes applied exercises that provide the reader with a deeper understanding of the material through hands-on experiments and demonstrations, connecting theoretical concepts to real-world use. This comprehensive text provides photography students, educators and working professionals with the technical knowledge required to successfully create images and manage digital photographic assets. It is an essential resource for mastering the technical craft of photography.
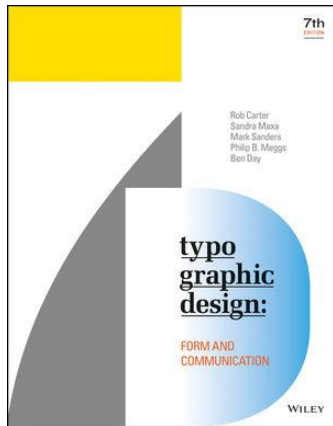
TITLE : TYPOGRAPHIC DESIGN: FORM AND COMMUNICATION
EDITION : 7th EDITION
AUTHOR : ROB CARTER, SANDRA MAXA, MARK SANDERS, PHILIP B.MEGGS BEN DAY
**ISBN** : 9781119477358

SYNOPSIS:

Typographic Design: Form & Communication is the definitive reference for graphic designers, providing a comprehensive introduction to the visual word. Done well, topography can communicate so much more than the words themselves. Typographic design determines how you feel about a message, the associations you make, and ultimately, the overall success of the communication. Typographic design extends from the page to the screen, and is a critical element of almost any graphic design project. This book provides essential guidance on everything related to type: from letterforms and negative space, to messaging, processes, and history, aspiring designers will find great utility in mastering these critical concepts. This new seventh edition has been fully updated with new coverage of contemporary typography processes, updated case studies, and new examples from branding, print, web, motion, and more.
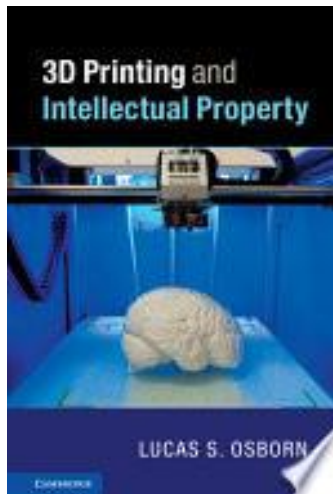
TITLE : 3D PRINTING AND INTELLECTUAL PROPERTY
AUTHOR : LUCAS S. OSBORN
**ISBN** : 9781107150775

SYNOPSIS:

Intellectual property (IP) laws were drafted for tangible objects, but 3D printing technology, which digitizes objects and offers manufacturing capacity to anyone, is disrupting these laws and their underlying policies. In this timely work, Lucas S. Osborn focuses on the novel issues raised for IP law by 3D printing for the major IP systems around the world. He specifically addresses how patent and design law must wrestle with protecting digital versions of inventions and policing individualized manufacturing, how trademark law must confront the dissociation of design from manufacturing, and how patent and copyright law must be reconciled when digital versions of primarily utilitarian objects are concerned. With an even hand and keen insight, Osborn offers an innovation-centered analysis of and balanced response to the disruption caused by 3D printing that should be read by nonexperts and experts alike.
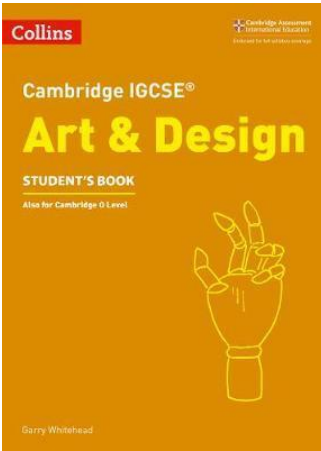
TITLE   : CAMBRIDGE IGSCE™ ART AND DESIGN STUDENT'S BOOK
AUTHOR   : COLLINS CAMBRIDGE IGCSE ™
ISBN   : 9780008250966

SYNOPSIS:

Prepare your students for the new Cambridge IGCSE (R) Art and Design syllabus with the only title available on the market. The book gives detailed information on the key disciplines of Art and Design and builds confidence in practical skills and creative expression.
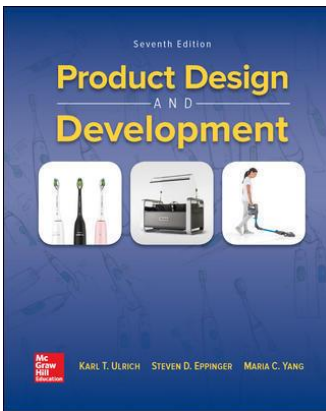
TITLE   : PRODUCT DESIGN AND DEVELOPMENT
EDITION   : 7th EDITION
AUTHOR   : KARL ULRICH, STEVEN EPPINGER AND MARIA C.YANG
ISBN   : 9781260043655

SYNOPSIS:

Covering contemporary design and development issues, such as identifying customer needs, design for manufacturing, prototyping and industrial design, this text presents a set of step-by-step product development methodologies aimed at bringing together the marketing, design and manufacturing functions of an enterprise.

TITLE   : COMPUTER-AIDED INDUSTRIAL DESIGN COMPLETE SELF-
                   ASSESSMENT GUIDE
AUTHOR   : GERARDUS BLOKDYK
ISBN   : 9780655168379

SYNOPSIS:

Why are Computer-aided industrial design skills important? Are we Assessing Computer-aided industrial design and Risk? What prevents me from making the changes I know will make me a more effective Computer-aided industrial design leader? Are there Computer-aided industrial design problems defined? Are there any easy-to-implement alternatives to Computer-aided industrial design? Sometimes other solutions are available that do not require the cost implications of a full-blown project? Defining, designing, creating, and implementing a process to solve a challenge or meet an objective is the most valuable role... In EVERY group, company, organization and department. Unless you are talking a one-time, single-use project, there should be a process. Whether that process is managed and implemented by humans, AI, or a combination of the two, it needs to be designed by someone with a complex enough perspective to ask the right questions. Someone capable of asking the right questions and step back and say, 'What are we really trying to accomplish here? And is there a different way to look at it?' This Self-Assessment empowers people to do just that - whether their title is entrepreneur, manager, consultant, (Vice-) President, CxO etc... - They are the people who rule the future. They are the person who asks the right questions to make Computer-aided industrial design investments work better.

TITLE   : GRAPHIC DESIGN MANUAL: PRINCIPLES AND PRACTICE
AUTHOR   : ARMIN HOFMANN
ISBN   : 9783721210064

SYNOPSIS:

Armin Hofmann's richly varied work is recognized for its reliance on the fundamental elements of graphic form - point, line, and shape - and the economic use of color and fonts. The thoroughly revised edition of the 1965 design manual classic is still setting standards. Especially in times of the return to clear and minimalistic geometric forms and patterns, his rich body of work serves as a perfect starting point for contemporary design practices. Elements of image and form are analyzed and examined with regard to their inherent laws. To correspond to the contemporary design techniques, this new edition is divided into computer-system-friendly sections. Thus adapting Hofmann's methods to the requirement of modern design practices and serving as a valuable handbook for a new generation of designers.
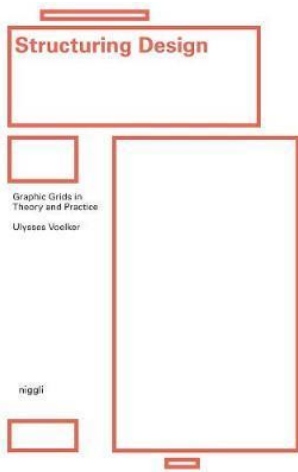
TITLE   : STRUCTURING DESIGN: GRAPHIC GRIDS IN THEORY AND PRACTICE
AUTHOR   : ULLYSSES VOELKER AND MICHEAL SCHMITZ
ISBN   : 9783721209945

SYNOPSIS:

In visual communication, contents are arranged, organized, and presented. Design laws and principles that are inherent to every medium ensure that a novel looks like a novel, an art catalog like an art catalog, and a magazine like a magazine. This publication offers a compact mix of explanations, practical tips, and background information on the topic. At its center is the grid as the most important design principle, whose function and application are thoroughly discussed. The grid allows a consolidated approach to a structured design like a blueprint that supports not only faster and easier reading but also better comprehension of information. In a second part, the author discusses the design process itself with answers to seemingly simply questions of what to observe when designing and the sequence of steps. Another chapter focuses on relevant theoretical aspects such as how method and intuition are correlated. The final section contains an extensive glossary.
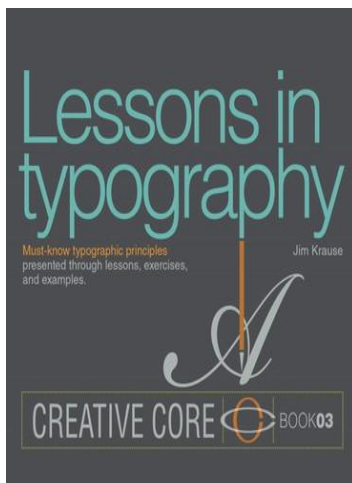
TITLE   : LESSON IN TYPOGRAPHY: MUST KNOW TYPOGRAPHIC PRINCIPLES PRESENTED THROUGH LESSONS, EXERCISES AND EXAMPLES
EDITION   : 1st EDITION
AUTHOR   : JIM KRAUSE
ISBN   : 9780133993554

SYNOPSIS:

Design students get hands-on with type in this lesson-based addition to Jim Krause's popular, new **Creative Core** series on design fundamentals. *Lessons in Typography* uses big visuals, concise and witty explanations, illustrated captions, and lots of lessons and exercises to help students become invested in–and even geekish about–designing with type. Students can work through the exercises on their own–or within a class setting–to learn how to do things like make their own fonts, customize characters from existing typefaces, craft logos from letters, design personal emblems, and fine-tune the look of the headlines and text used in layouts. Krause covers all of the basics of understanding, identifying, and designing with type using attractive, contemporary, and compelling examples of logos, monograms, headlines, word graphics, and text blocks–each of which has been custom-created by Krause solely for the purposes of this book (an approach rarely seen in books dealing with type).
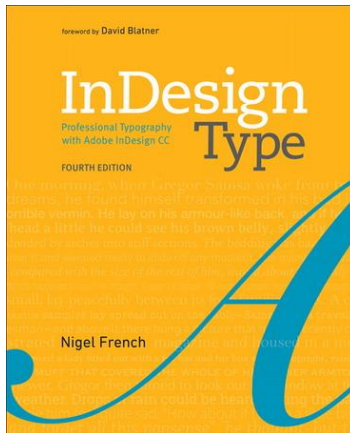
TITLE : INDESIGN TYPE: PROFESSIONAL TYPOGRAPHY WITH ADOBE INDESIGN
EDITION : 4th EDITION
AUTHOR : NIGEL FRENCH
**ISBN** : 9780134846712

SYNOPSIS:

Typography is the foundation of all graphic design. And if there's one sure way to improve as a graphic designer, it's to become more confident and more sophisticated in your use of type. This fully updated fourth edition is a comprehensive guide to creating professional type with Adobe InDesign. It covers micro and macro typography concepts, from understanding the nuance of a single spacing width to efficiently creating long and complex documents. *InDesign Type* shows not just how to use InDesign's extensive type features, but why certain approaches are preferable to others, and how to avoid common mistakes. Whether you're creating a single-page flyer or a thousand-page catalog, whether your documents will be printed or viewed on screen, *InDesign Type* is an invaluable resource for getting the most out of InDesign's typographic toolset.
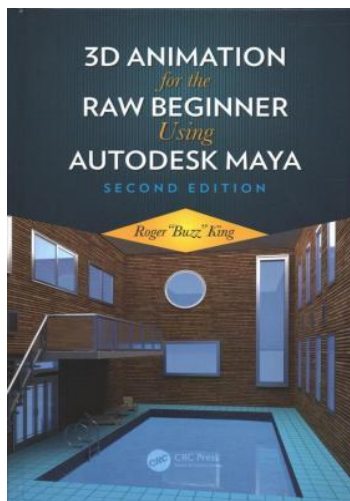
TITLE : 3D ANIMATION FOR THE RAW BEGINNER USING AUTODESK MAYA 2e
AUTHOR : ROGER KING
ISBN : 9780815388791

SYNOPSIS:

3D Animation for the Raw Beginner Using Autodesk Maya is a hands-on academic textbook as well as a do-it-yourself training manual for the individual animator. This second edition has been completely rewritten to take into account updates to Autodesk Maya, including Autodesk's renderer, Arnold. It contains entirely new examples and tutorial lessons. All 612 images are in full color. The book directs the reader to the parts of Maya that must be mastered in order to create complete 3D projects, and thus it simplifies the process of taking on Maya's vast and intricate interface, while giving the reader a firm foundation on which to build future knowledge of Maya. It also presents brief examples of other popular 3D applications and rendering engines

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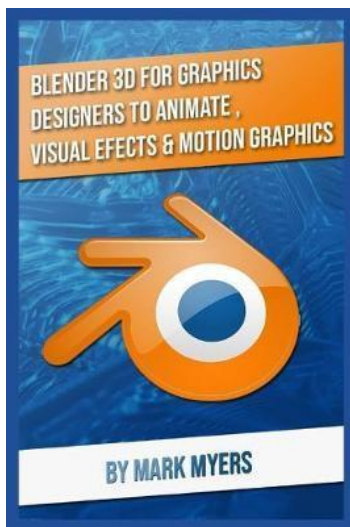
TITLE : BLENDER 3D FOR GRAPHICS DESIGNERS TO AINMATE, VISUAL EFFECTS AND MOTION GRAPHICS
AUTHOR : MARK MYERS
ISBN : 9781696210850

SYNOPSIS:

Blender Animation is an open source, 3D animation tool designed to build visual effects for movies, games, printed models, or other simulation applications. It uses 3D modeling to create realistic effects across the entire 3D pipeline from modeling to rendering to video editing. It's a community project with input from hundreds of community members. It features production level camera and object tracking, a wide array of modeling tools (including full N-gon support), and a powerful built-in tracer engine (Cycles). It allows you to draw 2D directly in the program and contains high-level support for character animation So Learn to Create 3D Animations, Game Art and Visual Effects with Blender has video editing, camera tracking, compositing, and even game creation tools all built right in. The fact that it's open source and completely free is also an unbeatable perk! With all this power, Blender's toolset is often directly compared to top programs in the 3D field costing thousands, like Maya or 3ds Max. AND Blender has many qualities that include years of steady development, a prized commodity in either commercial or open source projects