Recommended Texts of Diploma in Multimedia Design

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
3D Animation ADMD2233	Main	Adam Watkins. Getting started in 3D with Maya : create a project from start to finish : model, texture, rig, animate, and render in Maya. Focal Press, 2012	006.6/WAT:2
	Supplementary	Steve Roberts. Character animation fundamentals : Developing skills for 2D and 3D character animation. Focal Press, 2011. Venue, Catherine. A guide to animation including traditional animation, computer animation such as 2D and 3D animation, list of animated works and more. Biblio Bazaar, 2012.	006.6/ROB 006.6/GUI
3D Modelling ADMD2123	Main	Ted Boardman. Getting started in 3D with 3ds max : model, texture, rig, animate, and render in 3ds max. Focal Press, 2013.	006.6/BOA
	Supplementary	Steve Roberts. Character animation fundamentals : Developing skills for 2D and 3D character animation. Focal Press, 2011. Venue, Catherine. A guide to animation including traditional animation, computer animation such as 2D and 3D animation, list of animated works and more. Biblio Bazaar, 2012.	006.6/ROB 006.6/GUI
Colour Study ADES 1033	Main	Linda Holtzschue. Understanding color : An introduction for designer. 4th ed. New York : John Wiley & Sons, c2011.	**New ed.: c2011, 4th ed.** 701.85/HOL-2

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	Jim Long. The new Munsell student color set. 3rd ed. Fairchild Pubns, 2011. Henry Hensche, G. T. Thurmond. Colour study : a brief introduction with sequential examples and commentary Compiled and Edited on Behalf of Henry Hensche. 1899-1992. 5 Spot, 2011.	701.85/LON Not available
Computer Graphic Study ADES 1053	Main	Adobe Creative Team. Adobe Photoshop CS6 : classroom in a book. Adobe Press, c2012.	**New ed.: c2016** 006.68/FAU-2 *Title should be Adobe Photoshop CC : 2015 release*
	Supplementary	John F. Hughes. Computer graphics : principles and practice. 3rd ed. Addison-Wesley Professional, 2013. Ambrose, G and Harris, P. Design thinking. AVA Publishing SA ; Switzerland, c2010.	006.6/HUG 741.6/AMB
Corporate Identity System ADAD 2223	Main	Alina Wheeler. Designing brand identity : an essential guide for the whole branding team. John Wiley, 2012.	**New ed.: c2013, 4th ed.** 658.827/WHE
	Supplementary	Debbie Millman. Brand thinking and other noble pursuits : insights and provocations from world-renowned brand consultants, thought leaders designers, and strategists. Skyhorse Publishing, 2013. Kevin Budelmann, Yang Kim. Essential elements for brand identity : 100 principles	658.827/MIL *Title should be Brand thinking and other noble pursuits* 741.6/BUD 2013

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		for designing logos and building brands. Rockport Publishers, 2010.	
Creative Film Production ADMD2023	Main	Eve Light Honthaner. <u>The complete film production handbook</u>. CRC Press, 2013.	791.430232/HON 2012
	Supplementary	Maria T. Pramaggiore, Tom Wallis. <u>Film : a critical introduction</u>. 3rd ed. Pearson, 2011. Tim Crook. <u>The sound handbook</u>. Pearson/ Routledge, 2012.	791.43/PRA 621.3893/CRO
Creative Thinking & Design Method ADMD 1113	Main	Ambrose, G and Harris, P. <u>Design thinking</u>. Switzerland : AVA Publishing SA, c2010.	741.6/AMB
	Supplementary	Hainsworth, S. <u>Ideo+Ology : the designer's journey : turning ideas into inspired designs</u>. Massachusetts : Rockport Publishers, 2010. Samara, T. <u>Design elements : a graphics style manual</u> : . Massachusetts : Rockport, 2012.	745.4/HAI **New ed.: c2014, 2nd ed.** 686.2/SAM:2-5 *Title should be <u>Design elements : a graphic style manual : understanding the rules and knowing when to break them</u>*
Design Fundamental ADES 1113	Main	William Lidwell, Kritina Holden, Jill Butler. <u>Universal principals of design</u>. Rockport Publishers, 2010.	745.403/LID *Title should be Universal*

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
			principles of design : 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design
	Supplementary	David A. Lauer, Stephen Pentak. <u>Design basics</u>. 8th ed. Wadsworth Publishing, 2011. Samara, T. <u>Design elements : a graphic style manual : understanding the rules and knowing when to break them</u>. Massachusetts : Rockport, 2012.	745.4/LAU-2 **New ed.: c2014, 2nd ed.** 686.2/SAM:2-5 *Title should be Design elements : a graphic style manual : understanding the rules and knowing when to break them*
Desktop Publishing I ADAD 2213	Main	Bhaskaran, L. <u>What is publication design?</u> Switzerland : Rotovision, 2006.	741.6/BHA c2007
	Supplementary	Arntson, A. E. <u>Graphic design basics</u>. 5th ed. CA : Thomson/Wadsworth, 2007.	**New ed.: c2012** 741.6/ARN

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Evans, P. Exploring publication design. Clifton Park, New York : Thomson/Delmar Learning, 2006.	Not available
Digital Animation ADAD 2243 Chea Pui Fong 2014/10/14	Main	Roberts, Steve. Character animation fundamentals : developing skills for 2D and 3D character animation. Elsevier, 2011.	006.6/ROB
	Supplementary	Catherine Venue. A guide to animation including traditional animation, computer animation such as 2D and 3D animation, list of animated works and more. Biblio Bazaar, 2012.	006.6/GUI
		Watkins, Adam. Getting started in 3D with Maya : create a project from start to finish : model, texture, rig, animate, and render in Maya. Elsevier, 2012.	006.6/WAT:2
Digital Audio Design ADMD2113	Main	John Watkinson. Art of digital audio. 3rd ed. CRC Press, 2012.	621.3893/WAT 2001
	Supplementary	Stanley R. Alten. Audio in media. Cengage Learning, 2010.	621.3893/ALT
		Karan Collins. Playing with sound : a theory of interacting with sound and music in video games. The MIT Press, 2013.	006.7/COL
Digital Game Design ADMD2143		Gary Rosenzweig. ActionScript 3.0 game programming university. 2nd ed. Que, c2011.	794.8/ROS-2
		Spuy, Rex Van De. Foundation game design with ActionScript 3.0. friendsofED, 2012.	794.8/VAN

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Scott Rogers. Level up! : the guide to great video game design. John Wiley & Sons, 2010.	**New ed.: 2014, 2nd ed.** 794.81/ROG-2
Digital Image Processing ADAD1233	Main	Michael Freeman. Digital image editing & special effects. Focal Press, 2013.	771.44/FRE
	Supplementary	Richard G. Lyons. Streamlining digital signal processing : a tricks of the trade guidebook. Wiley-IEEE Press, 2012.	621.3822/STR
		David Sherwin. Creative workshop : 80 challenges to sharpen your design skills. HOW Books, 2010.	745.2/SHE
Drawing Fundamental ADES 1123	Main	David L. Faber, Daniel Marcus Mendelowitz. A guide to drawing. Holt, Rinehart & Winston, 2010.	**New ed.: c2012, 8th ed.** 741.2/FAB
	Supplementary	Mark Kistler. You can draw in 30 day : the fun easy way to learn to draw in one month or less. Da Capo Press, c2011.	741.2/KIS
		Roisin Meaney. Life drawing for beginner. Five Spot, 2012.	823.92/MEA
Final Project ADMD 3014	Main	All online resource.	
	Supplementary	NIL	
Fine Art Photography ADVA2223	Main	The Editors of Time-Life Books. The art of photography. Time-Life Books, Alexandria, Virginia, c1982.	779/LIF Rev. ed.

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Scott Kelby. <u>The Adobe Photoshop lightroom 2 : book for digital photographers</u>. New Riders Press, 2008.	**New ed.: c2014** 006.68/KEL-2 *Title should be <u>The Adobe Photoshop lightroom 5 : book for digital photographers</u>*
	Supplementary	Scott Kelby. <u>The digital photography book</u>, v. 2. Peachpit Press, 2008.	775/KEL-2 2007 *Title should be <u>The digital photography book : the step-by-step secrets for how to make your photos look like the pros'!</u>*
		Bryan Peterson. <u>Understanding exposure : how to shoot great photographs with a film or digital camera</u>. Rev. ed. Amphoto Boks, 2004.	**New ed.: c2010, 3rd ed.** 771/PET-2 *Title should be <u>Understanding exposure : how to shoot great photographs with any camera</u>*
Foundation English ENGL1113	Main	Folse, K.S., Muchmore-Vokoun, A., & Solomon, E. V. <u>Great writing 1: great sentences for great paragraphs</u>. 4th ed. Boston : Cengage Learning, 2014.	808.042/FOLV1

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	Paterson, K. Oxford living grammar : elementary. Oxford : Oxford University Press, 2009.	428.24/OXF
		Harrison, M. Oxford living grammar : pre-intermediate. Oxford : Oxford University Press, 2009.	428.24/OXF-2
		Swan, M., & Walter, C. Oxford English grammar course : intermediate. Oxford : Oxford University Press, 2011.	428.24/OXF-3
History of Art & Design ADES 1142	Main	Debra J, Dewitte, Ralph M, Larmann, M. Kathryn Shields. Gateways to art : understanding the visual arts. Thames & Hudson, c2011.	704.9/DEW c2012
	Supplementary	Kjetil Fallan. Design history, understanding theory and method. Berg Pub Ltd, 2010.	745.2/FAL
		T.K. Sabapathy. Road to nowhere : the quick rise and the long fall of art history in Singapore. Singapore : Art Gallery, National Institute of Education, c2010.	709.5957/SAB
		Marco C. F. A brief history of Malayan art. Singapore : Millennium Books, 1999.	700.9/MAR
		Nur Hanim Khairuddin and Beverly Yong, with T. K. Sabapathy. Narratives in Malaysian art. Volume I, imagining identities. RogueArt, 2012.	709.595/NARV1
Illustration (ADAD 2313)	Main	Andrzej Klimowski. On illustration. Oberon Books, 2012.	741.6/KLI 2011

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	A. Horsley (Alfred Horseley) Hinton. A handbook of illustration. HardPress, 2012. Jennifer larkin Kuzler. Art directors annual 88 : advertising design illustration interactive photography. Rotovision, 2010.	760/HIN 711.60973/ART *Title should be Art Directors annual 91*
Industrial Training ADID 3013	Main	NIL	
	Supplementary	NIL	
Introduction of Consumer Behaviour ADES 2012	Main	Schiffman, Leon G., and Leslie Lazar Kanuk. Consumer behaviour. 9th ed. Upper Saddle River, NJ : Prentice Hall, 2007.	**New ed.: c2015, 11th ed.** 658.8/SCH:2-9
	Supplementary	Solomon, Michael R. Consumer behavior : buying, having and being. 8th ed. USA : Prentice Hall, 2009. Hawkins, Delbert I., David L. Mothersbaugh and Roger J. Best. Consumer behavior : building marketing strategy. 10th ed. New York : McGraw-Hill Higher Education, 2007. Roisin Meaney. Life drawing for beginner. 5 Spot, 2012.	**New ed.: c2015, 11th ed.** 658.8/SOL-8 *Title should be Consumer behavior : buying, having, and being* **New ed.: 2014, 12th ed.** 658.8/HAW-3 823.92/MEA
Introduction of Multimedia Design ADMD 1103	Main	Vic Costello. Multimedia foundations : core concepts for digital design. Elsevier Science & Technology, 2012.	006.7/COS

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	John F. Hughes. Computer graphics : principles and practice. 3rd ed. Addison-Wesley Professional, 2013.	006.6/HUG
		Adobe Creative Team. Adobe Photoshop CS6 : classroom in a book. Adobe Press, 2012.	006.6/GYN
Introduction of Photography ADES 1152	Main	Scott Kelby. The Adobe Photoshop lightroom 2 : book for digital photographers. New Riders Press, 2008.	**New ed.: c2014** 006.68/KEL-2 *Title should be The Adobe Photoshop lightroom 5 : book for digital photographers*
	Supplementary	Scott Kelby. The digital photography book, volume 2. Peachpit Press, 2008.	775/KEL
		Scott Kelby. The digital photography book : the step-by-step secrets for how to make your photos look like the pros'!. Peachpit Press, 2006.	775/KEL-2 c2007 **New ed.: c2013, 2nd ed.** 775/KEL-3 *The title should be The digital photography book. Part 1, the step-by-step secrets for how to make your photos look like the pros'!*

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Bryan Peterson. Understanding exposure : how to shoot great photographs with a film or digital camera. Rev. ed. Amphoto Boks, 2004.	**New ed.: c2010, 3rd ed.** 771/PET-2
Marketing Research ADES 2072 Chia Chee San	Main	Burns, Alvin C., and Ronald F. Bush. Basic marketing research using MS Excel data analysis. 2nd ed. Upper Saddle River : Pearson Prentice Hall, 2008.	658.8/BUR:3-5 *Title should be Basic marketing research : using Microsoft Excel data analysis*
	Supplementary	Aaker, David A., V. Kumar and G. S. Day. Marketing research. 9th ed. New York : John Wiley & Sons, 2006.	**New ed.: c2013, 11th ed.** 658.8/AAK-8
		Bryman, Alan., and Emma Bell. Business research methods. 2nd ed. New York : Oxford University, 2007.	**New ed.: c2015, Int'l 4th ed.** 658.007/BRY-3
Multimedia Production ADAD2232	Main	Vic Costello. Multimedia foundations : core concepts for digital design. Focal Press, 2012.	006.7/COS
	Supplementary	Kristofer Layon. Mobilizing web sites : strategies for mobile web implementation. Peachpit Press, 2011.	006.7/LAY c2012
		Vic Costello. Multimedia foundations : core concepts for digital design. Elsevier Science & Technology, 2012.	006.7/COS
Physical Education I PYED 1051	Main	Nil	
	Supplementary	Nil	

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Products & Models Photography ADES2253	Main	Scott Kelby. The Adobe Photoshop Lightroom 2 Book for Digital Photographers. New Riders Press, 2008.	**New ed.: c2014** 006.68/KEL-2 *Title should be The Adobe Photoshop lightroom 5 : book for digital photographers*
	Supplementary	Scott Kelby. The digital photography book, volume 2. Peachpit Press, 2008.	**New ed.: c2013, 2nd ed.** 770/KEL-3 *Title should be The digital photography book. Part 1, the step-by-step secrets for how to make your photos look like the pros'!*
		Scott Lelby. The digital photography book. Peachpit Press, 2006.	Same as above
		Bryan Peterson. Understanding exposure : how to shoot great photographs with a film or digital camera. Rev. ed. Amphoto Boks, 2004.	**New ed.: c2010, 3rd ed.** 771/PET-2 *Title should be Understanding exposure : how to shoot great photographs with any camera*

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Professional Practice ADAD 3033	Main	Bender, Diane M. Design portfolios : moving from traditional to digital. Fairchild, 2013.	**New ed.: c2012, 2nd ed.** 712/BEN-2
	Supplementary	Kiki Hartmann, Dorte Nielsen. Inspired : how creative people think, work and find inspiration. BIS Publ, 2011. Eisenman, Sara. Building design portfolios : innovative concepts for presenting your work (Design field guide). Rockport Publishers, 2008. Maura keller. Portfolios 01 : an essential primer for today's competitive market. 2010.	701.15/NIE-2 c2005 741.60688/EIS 741.6/KEL
Studio Drawing ADES 1223	Main	David L. Faber, Daniel Marcus Mendelowitz. A guide to drawing. Holt, Rinehart & Winston, 2012.	**New ed.: c2012, 8th ed.** 741.2/FAB
	Supplementary	Eddie Armer. Life drawing. Search Press, 2013. Gabrial Campanario. The art of urban sketching : drawing on location around the world. Quarry Books, 2012.	743.4/ARM 704.944/CAM
Typography I ADAD1113	Main	Jason Tselentis .Type, form & function : a handbook on the fundamentals of typography. Beverly, Mass : Rockport Publishers, 2011.	686.224/TSE
	Supplementary	Jim Wiliams. Type matters! Merrell, 2012.	686.22/WIL

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		James Felici. The complete manual of typography : a guide to setting perfect type. 2nd ed. Adobe Press, 2011.	686.221/FEL 2012
Typography II ADMD 2213	Main	Ellen Lupton. Thinking with type : a critical guide for designers, writers, editors, & students. 2nd rev.exp. ed. Princeton Architectural Press, 2010. Rob Carter, Ben Day, Philip B. Meggs. Typographic design : form and communication. Wiley, 2011.	686.2/LUP-2 **New ed.: c2015, 6th ed.** 686.224/CAR-2
	Supplementary	NIL	
Visual Production ADAD2033	Main	Chris Meyer, Trish Meyer. After effects apprentice : real world skills for the aspiring motion graphics artist. CRC Press, 2012.	777/MEY
	Supplementary	Mark Christiansen. Adobe after effects CS4 visual effects and compositing studio techniques. Peachpit Press, c2010. Jerron Smith, AGI Creative Team. Adobe after effects CS5 digital classroom. John Wiley and Sons, 2011.	**New ed. c2014** 777.9028553/CHR *Title should be Adobe after effects CC visual effects and compositing studio techniques* 777.9028553/SMI c2012 *Title should be Adobe After Effects CS6 digital classroom*

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
Web Design I ADAD 2162	Main	Jeremy Osborn. Adobe Dreamweaver CS6 digital classroom. Wiley, c2012.	**New ed.: c2013** 006.78/ARG *Title should be Adobe Dreamweaver CC digital classroom*
	Supplementary	Jon Duckett. HTML & CSS : design and build websites. Wiley, c2011. Patrick McNeil. The web designer's idea book, Vol. 2 : more of the best themes, trends and styles in website design. HOW books, 2010.	006.74/DUC *New title:* **c2013** 006.7/MCN/V3 *The web designer's idea book. Volume 3 : inspiration from today's best web design trends, themes and styles*
Web Design II (ADAD 2262)	Main	Rex van der Spuy. Foundation game design with ActionScript 3.0. 2nd ed. friendsofED, 2012.	794.8/VAN
	Supplementary	Gary Rosenzweig. ActionScript 3.0 game programming university. 2nd ed. Que Publishing, c2011. Jason Beaird. The principles of beautiful Web design. 2nd ed. Sitepoint, 2010.	794.8/ROS-2 **New ed.: 2014, 3rd ed.** 006.7/BEA-2

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