

## Recommended Texts of Diploma in Advertising Design

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.	Remarks
3D Computer Graphic	Main	Derakhani, Dariush, Munn, Randi Lorene, with Jon McFarland. <u>Introducing 3ds Max 9 : 3D for Beginners</u> . Indianapolis, IN: Wiley Pub., Inc.,c2007.	006.6/DER	DID,DAS
	Supplementary	Kelly L. Murdock. <u>3ds Max 9 bible</u> . Indianapolis, IN: Wiley Pub., Inc.,c2007.	006.6/MUR	DID,DAS
Advertising Principle & Creativity	Main	Burtenshaw, Ken, Mahon, Nik, and Caroline Barfoot. <u>The fundamentals of creative advertising</u> . Lausanne, Switzerland : AVA Publishing SA, c2006.	741.6/BUR	DAS
		Duncan, Tom. <u>Principles of advertising &amp; IMC</u> . New York: McGraw-Hill, c2005.	658.8/DUN:2	DAS, MKT
	Supplementary	White, Alex W. <u>Advertising design and typography</u> . New York: Allworth Press, 2006.	741.6/WHI C2007	DAS
		Lane, W. Ronald, King, Karen Whitehill, and J. Thomas Russell. <u>Kleppner's advertising procedure</u> . 16 <sup>th</sup> ed. Upper Saddle River, N. J.: Pearson Education, c2005.	659.1/LAN New ed.: 17 <sup>th</sup> ed., c2008 659.1/LAN-	DAS
		Belch, George E., & Michael A. Belch. <u>Advertising and promotion : an integrated marketing communications perspective</u> . New York: McGraw-Hill, c2004.	659.1/BEL-2	DAS
Color Study	Main	Linda Holtzschue. <u>Understanding Color : An Introduction for Designer</u> . 3rd ed. New York: John Wiley & Sons, Inc., c2006.	701.85/HOL	DID,DAS

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	Supplementary	Michael and Pat Rogondino. <u>Process color manual : 24,000 CMYK combinations for design, prepress, and printing.</u> San Francisco: Chronicle Books, c2000	681/ROG	DID,DAS
Computer Graphic Study	Main	Jennifer, Smith, with Aquent Creative Team. <u>Adobe Photoshop CS4 digital classroom.</u> Indianapolis, IN: Wiley, 2008.	006.6/SMIL4	DAS
		Adobe Creative Team. <u>Adobe InDesign CS3 Classroom in a book.</u> Adobe Press, 2007.	686.2?ADO:2	DAS
		Karlins, David, and Bruce K. Hopkins. <u>Adobe Illustrator CS3 how-tos : 100 essential techniques.</u> Berkeley, CA : Adobe Press, c2008.	006.6/KAR	DAS
	Supplementary	-		
Corporate Identity System	Main	Ed. by Wow Branding. <u>Logo Sarvy : top brand design firms share their naming and identity strategies.</u> Rockport, 2007.	In process	DAS
		Wheeler, Alina. <u>Designing brand identity : a complete guide to creating, building, and maintaining strong brands.</u> Wiley, 2006.	In process	DAS
	Supplementary	Adams, Sean. <u>Masters of design : logos &amp; identity : a collection of the most inspiring logo designers in the world.</u> Rockport, 2008.	In process	DAS
Creative Film Production	Main	Aronson, Ian. <u>DV filmmaking : from start to finish (O'Reilly digital studio).</u> Sebastopol: O'Reilly Media, Inc., 2006.	778.5/ARO	DAS
		Schreibman, Myrl A. <u>The film director prepares : a practical guide to directing</u>	791.4302/SCH	DAS

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		<u>for film and TV</u> . New York: Lone Eagle, c2006.		
	Supplementary	Hart, John. <u>The art of the storyboard : a filmmaker's introduction</u> . 2 <sup>nd</sup> ed. Focal Press, 2007.	791.43/HAR:3	DAS
Design Fundamental	Main	Alan Pipes. <u>Foundations of art and design</u> . London: Laurence King Pub. Ltd., c2003.	700/PIP New ed.: 2 <sup>nd</sup> ed., c2008 700/PIP-2	DID,DAS
	Supplementary	Evans, Poppy, & Mark Thomas. <u>Exploring the elements of design</u> . Clifton Park, NY: Thomas/Delmar Learning, c2004.	741.6/EVA New ed.: 2 <sup>nd</sup> ed., c2008 741.6/EVA-2	DID,DAS
Desktop Publishing I	Main	Ed. by SPD. <u>43rd Publication Design Annual</u> . Gloucester: Rockport, 2009.	In process	DAS
	Supplementary	Samara, Timothy. <u>Publication Design Workbook</u> . Gloucester: Rockport, 2007.	In process	DAS
Desktop Publishing II	Main	Zappaterra, Yolanda. <u>Art Direction and Editorial Design (Abrams Studio)</u> . Abrams Books, 2008.	686.2/ZAP	DAS
	Supplementary	Rivers, Charlotte. <u>Mag-Art : Innovation in Magazine Design</u> . RotoVision, 2009.	In process	DAS
Digital Animation	Main	Jones, Tim, Rosson, Allan, Kdly, Barry, and David Wolfe. <u>Foundation Flash cartoon animation</u> . Birmingham : Friend of ED, 2007.	741.58/JON	DAS
		Furniss, Maureen. <u>The animation bible : a practical guide to the art of animating from flipbooks to Flash</u> . Abrams, 2008.	In process	DAS

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	Supplementary	Georgenes, Chris. <u>How to cheat in Flash CS3 : the art of design and animation in Adobe Flash CS3</u> . Oxford: Focal Press, 2007.	Not available New ed.: CS4, 2009 006.7/GEO	DAS
Digital Graphic Design	Main	Samara, Timothy. <u>Design elements : a graphic style manual</u> . Gloucester, Mass.: Rockport Publishers, c2007.	686.2/SAM:2-2	DAS
	Supplementary	Landa, Robin. <u>Graphic design solutions</u> . 3 <sup>rd</sup> ed. Delmar Cengage Learning, 2005.	741.6/LAN c2006	DAS
Digital Image Processing	Main	Stephen Burns. <u>Advanced Photoshop CS3 Trickery &amp; FX (Graphics Series)</u> ., Hingham, Mass. : Charles River Media, Inc. , 2007.	006.6/BUR	DAS
	Supplementary	Gonzalez, Rafael C., and Richard E. Woods. <u>Digital Image Processing</u> . 3rd ed. Upper Saddle River, N.J.: Prentice Hall, 2007.	621.36/GON	DAS
Drawing Fundamental	Main	Brown, Clibnt, and Cherly Mclean. <u>Drawing Form Life</u> . 3rd ed. Thomson Wadsworth, c2004.	743.4/BRO	DID,DAS
	Supplementary	Bert Dodson. <u>Keys to Drawing</u> . 1st ed. Cincinnati: North Light Books. 1990	741.2/DOD C1985	DID,DAS
		Franisco Asensio Cerver. <u>Drawing for Beginners</u> . Cologn: Konemann, c2005.	741.2/CER	DID,DAS
Final Project	Main	Samara, Timothy. <u>Design elements : a graphic style manual</u> . Rockport, 2007.	In process	DAS
	Supplementary	Fiell, Charlotte, and Peter Fiell. <u>Contemporary graphic design (French and German ed.)</u> . Hohenzollernring, Koln: Taschen, c2007.	741.6/FIE	DAS

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		Eldridge, Kiki. <u>1000 bags, tags &amp; labels : distinctive designs for every industry</u> . Singapore: Page One, 2006.	741.6/ELD	DAS
History of Art & Design	Main	Hugh Nonour & John Fleming. <u>A World History of Art</u> . 7th ed. London: Laurence King Publishing Ltd., c2005	709/HON	DID,DAS
		Marco C. F. <u>A Brief History of Malayan Art</u> . Singapore: Millennium Books, c1999.	700.9/MAR	DID,DAS
		T.K. Sabapathy & Redza Piyadasa. <u>Modem Artists of Malaysia</u> . Dewan Bahasa dan Pustaka Kuala Lumpur: Ministry of Education Malaysia Kuala Lumpur, c1983.	700.92/TKS	DID,DAS
	Supplementary	Laurie Schneider Adams. <u>Art across time</u> . 2nd ed. USA: McGraw-Hill, c2002	709/ADA New ed.: 3rd ed., c2007 709/ADA--2	DID, DAS
		Patrick Frank. <u>Prebles' ArtForms : An introduction to the visual arts</u> . 8th ed. Person/Prentice Hall, 2005.	702.8/FRA C2006	DID, DAS
Illustration	Main	Lawrence Zeegan. <u>Fundamentals of Illustration : how to generate ideas, interpret briefs and promote oneself</u> . 1st ed. AVA Publishing, 2006.	741.6/ZEE-2	DID,DAS
	Supplementary	Roger Walton. <u>The Big Book of Illustration Ideas</u> . New York: Collins Design, 2006	741.6/BIG	DID, DAS
		Heller, Steven, and Marshall Arisman. <u>Teaching Illustration : course offerings and class projects from the leading undergraduate and graduate programs</u> . 1st ed. Allworth Press, 2006.	741.6/TEA:2	DID,DAS

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Industrial Training	Main	-		
	Supplementary	-		
Introduction of Consumer Behaviour	Main	Schiffman, Leon G., and Leslie Lazar Kanuk. <u>Consumer behavior</u> . 9 <sup>th</sup> ed. Upper Saddle River, N.J.: Prentice Hall, 2007.	658.8/SCH:2-6	BA,IB,MKT, DAS,DID
	Supplementary	Solomon, Michael R. <u>Consumer behavior : buying, having and being</u> . 8 <sup>th</sup> ed. Upper Saddle River, N.J.: Prentice Hall, 2009.  Hawkins, Delbert I., Mothersbaugh, David L., and Roger J. Best. <u>Consumer behavior : building marketing strategy</u> . 10 <sup>th</sup> ed. New York: McGraw-Hill Higher Education, 2007.	658.8/SOL-6  In process	BA,IB,MKT, DAS
Introduction to Photography (同于 Products & Models Photography)	Main	Scott Kelby. <u>The Adobe Photoshop Lightroom 2 Book for Digital Photographers (Voices That Matter)</u> . California: New Riders Press, 2008.  Scott Kelby. <u>The digital photography book, volume 2</u> . Berkeley, CA: Peachpit Press, 2008.	006.6/KEL  775/KEL	DAS  DAS
	Supplementary	Scott Kelby. <u>The digital photography book</u> . Berkeley, CA: Peachpit Press, 2006.  Bryan Peterson. <u>Understanding exposure : how to shoot great photographs with a film or digital camera</u> . Rev. ed. Amphoto Boks, 2004.	775/KEL-2  771/PET	DAS  DAS
Marketing Principles & Practice	Main	Kotler, Philip, and Gary Armstrong. <u>Principles of marketing : an Asian perspective</u> . Singapore: Pearson Prentice Hall, 2005.	658.8/KOT-21	BA,IB,MKT, LM,DAS

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	Supplementary	Armstrong, Gary, and Philip Kotler. <u>Marketing : an introduction</u> . 9 <sup>th</sup> ed. Upper Saddle River, N.J.: Prentice Hall, c2009.	658.8/ARM-2	DAS
		Hoffman, K. Douglas ... [et al.]. <u>Marketing principles &amp; best practices</u> . 3 <sup>rd</sup> ed. Mason: Thomson South-Western, c2005.	658.8/HOF	DAS
Multimedia Production	Main	Villalobos, Ray. <u>Exploring multimedia for designers</u> . Clifton Park, NY: Delmar Cengage Learning, 2007.	006.7/VIL:2	DAS
	Supplementary	Underdahl, Brian, Nyquist, John R., and Robert Martin. <u>Macromedia Director MX 2004 bible</u> . Hoboken, NJ: Wiley, 2004.	006.7/UND	DAS
Packaging Design	Main	Wendy Jedlicka. <u>Packaging Sustainability : Tools, Systems and Strategies for Innovative Package Design</u> . Hoboken, N. J. : John Wiley and Sons, 2008.	688.8/JED C2009	DID,DAS
	Supplementary	George L. Wybenga, Laszlo Roth. <u>The packaging designer's book of patterns</u> . 3 <sup>rd</sup> ed. Hoboken, N.J.: John Wiley & Son,Inc, c2006.	688.8/WYB	DID,DAS
Proccessional Practice	Main	Eisenman, Sara. <u>Building design portfolios : innovative concepts for presenting your work (Design field guide)</u> . Rockport Publishers, 2008.	In process	DAS
		Bender, Diane M. <u>Design portfolios : moving from traditional to digital</u> . Fairchild, 2008.	In process	DAS
	Supplementary	Mackey, Alison, and Susan M. Gass. <u>Second language research :</u>	418.007/MAC	DAS

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		<u>methodology and design</u> . London: Lawrence Erlbaum Associates, c2005.		
Products & Models Photography (同于 Introduction to Photography)	Main	Scott Kelby. <u>The Adobe Photoshop Lightroom 2 Book for Digital Photographers (Voices That Matter)</u> . New Riders Press, 2008.	006.6/KEL	DAS
		Scott Kelby. <u>The digital photography book, volume 2</u> . Berkeley, CA: Peachpit Press, 2008.	775/KEL	DAS
	Supplementary	Bryan Peterson. <u>Understanding exposure : how to shoot great photographs with a film or digital camera</u> . Rev. ed. New York: Amphoto Books, 2004.	771/PET	DAS
Studio Drawing	Main	Sale, Teel, and Claudia Betti. <u>Drawing : A Contemporary Approach</u> . 6th ed. Thomson Wadsworth, c2008.	741.2/SAL	DID, DAS
	Supplementary	Jelbert, Wendy, and Ian Sidaway. <u>Mastering the art of Watercolour : mixing paint, brush strokes, gouache, masking out, glazing, wet into wet drubrush painting, washes, using resists, sponging, light to dark, sgraffito</u> . London: Hermes House, 2006.	751.42/JEL	DID,DAS
		Betty Edwards. <u>The New Drawing on the Right Side of the Brain</u> . London: HarperCollins Publishers Ltd, 2001.	741.2/EDW-2	DID,DAS
Typography	Main	By Type Directors Club. <u>Typography 29</u> . Collins Design, 2009.	686.2/TYP	DAS
	Supplementary	Kimberly Elam. <u>Typographic Systems</u> . New York: Princeton Architectural Press, c2007.	686.2/ELA-2	DAS



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		Jost Hochuli. <u>Detail In Typography</u> . London: Hyphen Press, 2008.	686.2/HOC	DAS
Visual Production	Main	Sawicki, Mark. <u>Filming the fantastic : a guide to visual effects cinematography</u> . Amsterdam ; Bosont: Elsevier/Focal Press, 2007.	778.5/SAW	DAS
	Supplementary	Wright, Steve. <u>Compositing visual effects : essentials for the aspiring artist</u> . Amsterdam ; Boston: Elsevier/Focal Press, 2007.	778.5/WRI	DAS
Webpage Design I	Main	Negrino, Tom, and Dori Smith. <u>Dreamweaver CS3 : for Windows and Macintosh</u> . Berkeley, CA: Peachpit Press, 2007.  Robbins, Jennifer Niederst, and Aaron Gustafson. <u>Learning Web design : a beginner's guide to (X)HTML, stylesheets, and Web graphics</u> . Sebastopol, CA: O'Reilly media, Inc., 2007.	006.7/NEG  005.7/ROB	DAS  DAS
	Supplementary	Lynch, Patrick J., and Sarah Horton. <u>Web style guide : basic design principles for creating Web Sites</u> . Yale University Press, 2009.  Castro, Elizabeth. <u>HTML, XHTML &amp; CSS : visual quickstart guide</u> . 6 <sup>th</sup> ed. Berkeley, BA: Peachpit Press, c2007.	In process  005.7/CAS	DAS  DAS
Webpage Design II	Main	Shneiderman, Ben, and Catherine Plaisant. <u>Designing the user interface: strategies for effective human-computer interaction</u> . 4th ed. (Int'l ed.) Boston: Pearson Education, c2005.  Whitehead, Paul, and James H.	005.1/SHN  005.7/WHI	DID,DAS  DAS

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		Russell. <u>HTML : your visual blueprint for designing Web pages with HTML, CSS, and XHTML</u> . Hoboken, CA: Wiley, c2005.		
	Supplementary	Beaird, Jason. <u>The principles of beautiful Web design</u> . Sitepoint, 2007.	006.7/BEA	DAS

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