

**Recommended Texts of BD (Hons) in Computer Graphic Design**

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
3D Animation and VFX BDAV2204	Main	Watkins, Adam. <u>Getting started in 3D with maya : create a project from start to finish: model, texture, rig, animate, and render in maya.</u> Elsevier, c2012.	006.6/WAT:2
		Roberts, Steve. <u>Character animation fundamentals : developing skills for 2D and 3D character animation.</u> Elsevier, 2011.	006.6/ROB
		Palamar, T. <u>Mastering Autodesk Maya 2016.</u> Autodesk Official Press, 2015.	006.696/PAL c2016
		Matt Chandler, M., Podwojewski, P., Amin. J., Herrera, F. <u>3DS Max projects : a detailed guide to modeling, texturing, rigging, animation and lighting.</u> 3dtotal Publishing, 2014.	006.693/THR
		Beane, A. <u>3D animation essentials.</u> John Wiley & Sons, Canada, 2012.	006.696/BEA
	Supplementary	Venue, Catherine. <u>A Guide to animation including traditional animation, computer animation such as 2D and 3D animation, list of animated works and more.</u> [2012]	006.6/GUI
3D Character Modelling BDCM2104	Main	Murdock, K. L. <u>Autodesk 3ds Max 2014 bible.</u> John Wiley & Sons, Inc, Canada, 2013.	<b>New ed.:</b> <b>2016</b> 006.6/MUR-3 <i>Title should be <u>Kelly L. Murdock's 3ds Max 2016 complete reference guide</u></i>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		<p>Gahan, A. <u>3Ds Max modeling for games : insider's guide to stylized game character, vehicle and environment modeling. volume 2, insider's guide to stylized modeling.</u> Taylor &amp; Francis Ltd. 2012.</p> <p>Watkins, Adam. <u>Getting started in 3D with maya : create a project from start to finish: model, texture, rig, animate, and render in maya.</u> Elsevier, c2012.</p> <p>Roberts, Steve. <u>Character animation fundamentals : developing skills for 2D and 3D character animation.</u> Elsevier, 2011.</p>	<p>006.696/GAHV2</p> <p>006.6/WAT:2</p> <p>006.6/ROB</p>
	Supplementary	Venue, Catherine. <u>A Guide to animation including traditional animation, computer animation such as 2D and 3D animation, list of animated works and more.</u> [2012]	006.6/GUI
ADV Final Project BDAF3106	Main	<p>Stone, T. L. <u>Managing the design process implementing design.</u> MA : Rockport Publishing, 2010.</p> <p>Jennifer Visocky Grady. <u>A designer's research manual : succeed in design by knowing your clients and what they really need.</u> 2011.</p> <p>Thomas Lockwood. <u>Design thinking : integrating innovation, customer experience, and brand value.</u> Allworth P., c2010.</p>	<p>741.6068/STO</p> <p>741.6068/STO-2</p> <p><b>New ed.:</b> <b>c2017</b></p> <p>741.60688/VIS-2</p> <p>745.2/DES:2</p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	<p>Stone, T. L. <u>Managing the design process : concept development</u>. MA : Rockport Publishing, 2010.</p> <p>Birnberg, H. G. <u>Project management for designers and facilities managers</u>. 3rd ed. US : J. Ross Publishing, 2008.</p>	<p>741.6068/STO</p> <p>741.6068/STO-2</p> <p><b>New ed.:</b> <b>c2015, 4th ed.</b> 720.68/BIR</p>
Advertising Principle and Design BDAP2104	Main	<p>White, A. W. <u>Advertising design and typography</u>. Skyhorse Publishing, Inc, 2013.</p> <p>Taylor, A. K. <u>Strategic thinking for advertising creatives</u>. Laurence King Publishing, 2013.</p> <p>Burtenshaw, K., Mahon, N., &amp; Barfoot, C. <u>The fundamentals of creative advertising</u>. A&amp;C Black, 2011.</p>	<p><b>Old ed.:</b> <b>c2007</b> 741.6/WHI</p> <p>659.1/TAY</p> <p>741.6/BUR2011</p>
	Supplementary	<p>Drewniany, B. L. and Jewler, A. J. <u>Creative strategy in advertising</u>. 11th ed. United States : Thomson Wadsworth, 2013.</p> <p>Fennis, B. M., &amp; Stroebe, W. <u>The psychology of advertising</u>. Psychology Press, 2015.</p> <p>Solomon, M. R., Duke, L. C., &amp; Nizan, A. <u>Consumers and the communications process : SS+ K eets to know its consumers in advertising campaigns : start to finish (v. 1.0)</u>.</p>	<p>659.1/DRE-2 c2014</p> <p>659.1019/FEN</p> <p>Not available</p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Online Edition : Flat World Knowledge , 2012.	
Art Law & Social Responsibility BDAL2003	Main	Munir, A. B. & Mohd Yasin, S. H. <u>Information and communication technology law, state, internet and information.</u> Kuala Lumpur : Thomson ( Sweet & Maxwell Asia), 2010.	343.099/ABU
		Khaw, Lake Tee. <u>Copyright law in Malaysia.</u> 3 <sup>rd</sup> ed. Kuala Lumpur : Lexis Nexis, 2008.	346.5950482/KHA-2
		Siaw, Timothy. <u>MLJ handbook series: patents.</u> Kuala Lumpur : Lexis Nexis, 2007.	Not available <b>(Out of Print)</b>
	Supplementary	Siaw, Timothy. <u>MLJ handbook series : registered designs.</u> Kuala Lumpur : Lexis Nexis, 2007.	Not available <b>(Out of Print)</b>
		Segaram, N. <u>MLJ handbook series : copyright.</u> Kuala Lumpur : Lexis Nexis, 2006.	Not available <b>(Out of Print)</b>
		Legal Research Board. <u>Cyber laws of Malaysia : contains digital signature act 1997 (act 562), computer crimes act 1997 (act 563), telemedicine act 1997 (act 564) : as at 1<sup>st</sup> August 2006.</u> ILBS, 2006.	<b>New ed.:</b> <b>2013</b> 343.595/CYB-3 <i>Title should be</i> <i>Cyber laws of</i> <i>Malaysia : contains</i> <i>Digital Signature Act</i> <i>1997 (Act 562) &amp;</i> <i>Regulations,</i> <i>Computer Crimes</i> <i>Act 1997 (Act 563),</i> <i>Telemedicine Act</i>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		<p><u>1997 (Act 564) (as at 25th May 2013)</u></p> <p>Legal Research Board. <u>Copyright act 1987 (act 332) &amp; regulations &amp; orders.</u> ILBS,2004.</p> <p>Legal Research Board. <u>Trade marks act 1976 (act 175) &amp; regulations.</u> ILBS,2003.</p> <p><u>Patents Act 1983 (Act 291) &amp; Regulations.</u> ILBS, 2011.</p> <p>Lembaga Penyelidikan Undang-undang. <u>Akta fitnah 1957 (akta 286) &amp; defamation act 1957 (act 286) : hingga 20hb Februari 2008.</u> ILBS,2008.</p> <p>Legal Research Board. <u>Federal constitution : as at 10th May 2008.</u> ILBS, 2008.</p>	<p>346.04/COP-2</p> <p>346.595/TRA-2</p> <p><b>New ed.: 2015</b> 346.5950486/PAT</p> <p>343.099/AKT:2</p> <p>343.099/FED:2</p>
Colour Study for Designer BDCS1003	Main	<p>Wendy Anderson, Carole Patricia Biggam, Carole Hough, &amp; Christian Kay (eds). <u>Colour studies : a broad spectrum.</u> John Benjamins Publishing Company, 2014.</p> <p>Aaris Sherin. <u>Design elements : color fundamentals : a graphic style manual for understanding how color affects design.</u> Rockport, c2012.</p>	<p>Not available <b>(Out of stock)</b></p> <p>701.85/SHE</p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		Linda Holtzschue. <u>Understanding color : an introduction for designer</u> . 4th ed. New York : John Wiley & Sons, c2011.	<b>New ed.:</b> <b>c2017, 5<sup>th</sup> ed.</b> 701.85/HOL-3
	Supplementary	Steven Bleicher. <u>Contemporary color : theory and use</u> . 2nd ed. Cengage Learning, c2012.  Adams Morioka. <u>Colour design workbook : a real world guide to using colour in graphic design</u> , 2008.	701.85/BLE  <b>New ed.:</b> <b>2017, New, Rev. ed.</b> 741.6/ADA <i>Author: Sean Adams with Terry Lee Stone</i>
Computer Graphic Design BDGD1004	Main	Inma Alavedra. <u>Character design by 100 illustrators : full of characters</u> . Promopress, 2016.  Edward Bailey. <u>Photoshop : the complete beginners guide to mastering Photoshop in 24 hours or less! : secrets of color grading and photo manipulation!</u> (Graphic Design, Adobe Photoshop, Digital Photography, Creativity), 2015.	741.6/FUL <i>Title should be <u>Full of character[s] or Full of charactres : character design by 100 illustrators</u></i>  006.6/BAI
	Supplementary	-	
Computer Graphic Study BDGS1003	Main	John F. Hughes. <u>Computer graphics : principles and practice</u> . 3rd ed. Addison-Wesley Professional, 2013.  Adobe Creative Team. <u>Adobe Photoshop CS6 classroom in a book</u> .	006.6/HUG  <b>New ed.:</b> <b>c2017</b>

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		Adobe Press, 2012	006.68/FAU2017 <i>Title should be <u>Adobe Photoshop cc : classroom in a book</u></i>
	Supplementary	Ambrose, G and Harris, P. <u>Design thinking</u> . AVA Publishing, 2010.	<b>New ed.:</b> <b>c2015, 2<sup>nd</sup> ed.</b> 741.6/AMB-3 <i>Title should be <u>Design thinking for visual communication</u></i>
Corporate Brand Design BDCB3104	Main	Alina Wheeler. <u>Designing brand identity : an essential guide for the whole branding team</u> . John Wiley, 2012.	658.827/WHE
	Supplementary	Debbie Millman. <u>Brand thinking and other noble pursuits : insights and provocations from world-renowned brand consultants, thought leaders designers, and strategists</u> . Skyhorse Publishing Inc, 2011.  Kevin Budelmann & Yang Kim. <u>Essential elements for brand identity : 100 principles for designing logos and building brands</u> . Rockport Publishers, 2013.	<b>New ed.:</b> <b>c2013</b> 658.827/MIL <i>Title should be <u>Brand thinking and other noble pursuits</u></i>  741.6/BUD
Creative Media Production BDMP2104	Main	Jonathan Shariat & Cynthia Savard Saucier. <u>Tragic design</u> . O'Reilly Media, Inc., 2017.	005.437/SHA <i>Title should be <u>Tragic design : the impact of bad product design and</u></i>

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		Joseph J. LaViola Jr. <u>3D user interfaces</u> . Addison-Wesley Professional, 2017.	<i>how to fix it</i> 005.437/LAV2017
		Kathryn McElroy. <u>Prototyping for designers</u> . O'Reilly Media, Inc. 2016.	607.2/MCE
		Peter Merholz; Kristin Skinner. <u>Org design for design orgs</u> . O'Reilly Media, Inc., 2016.	658.4022/MER
	Supplementary	-	
Creative Packaging Design BDPD2104	Main	Marianne R. Klimchuk, Sandra A. Krasovec. <u>Packaging design : successful product branding from concept to shelf</u> . 2 <sup>nd</sup> ed. c2012.	658.564/KLI-2
		Grip. <u>Best practices for graphic designers : packaging : an essential guide for implementing effective package design solutions</u> . Rockport Publishers, 2014.	741.6/GRI c2013
		Paul Jackson. <u>Structural packaging : design your own boxes and 3D forms</u> . Laurence King Publishing, 2012.	658.564/JAC
	Supplementary	-	
Creative Strategy for Advertising Design BDCS2104	Main	David Gaughran. <u>Let's get digital : how to self-publish, and why you should</u> . Updated 2 <sup>nd</sup> ed. [North Charleston, South Carolina], 2014.	070.5797/GAU 2012
		Robin Landa. <u>Advertising by design :</u>	<b>New ed.:</b>



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		<p><u>generating and designing creative ideas across media</u>. 2010.</p> <p>William Kasdorf. <u>The columbia guide to digital publishing</u>. Columbia University Press, 2003.</p>	<p><b>c2016, 3<sup>rd</sup> ed.</b> 659.1/LAN:2-2</p> <p>070.5797/COL</p>
	Supplementary	<p>Thomas (Tom) B. Altstiel , Jean M. Grow. <u>Advertising creative : strategy, copy, and design</u>. 2009.</p> <p>Roger Baron, Jack Sissors. <u>Advertising media planning</u>. McGraw-Hill, c2010.</p> <p>Antony Young. <u>Brand media strategy : integrated communications planning in the digital era</u>. Palgrave Macmillan, c2010.</p>	<p><b>New ed.:</b> <b>c2013, 3<sup>rd</sup> ed.</b> 659.1/ALT</p> <p>659.111/SIS</p> <p><b>New ed.:</b> <b>c2014, 2<sup>nd</sup> ed.</b> 658.827/YOU</p>
Creative Thinking and Design Method BDCT1103	Main	<p>Harold G. Nelson and Erik Stolterman. <u>The design way : intentional change in an unpredictable world</u>. 2nd ed. MIT Press, 2012.</p> <p>Teresa Amabile, Steven Krame. <u>The progress principle : using small wins to ignite joy, engagement, and creativity at work</u>. Harvard Business Review Press, 2011.</p> <p>Ambrose, G and Harris, P <u>Design thinking</u>. AVA Publishing SA ; Switzerland, c2010.</p>	<p>745.401/NEL</p> <p>658.314/AMA</p> <p><b>New ed.:</b> <b>c2015, 2<sup>nd</sup> ed.</b> 741.6/AMB-3 <i>Title should be</i></p>

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		Ian Noble and Russell Bestley. <u>Visual research : an introduction to research methodologies in graphic design</u> . 2 <sup>nd</sup> ed. Fairchild Books, 2011.	<u>Design thinking for visual communication</u>  <b>New ed.:</b> <b>c2016, 3rd ed.</b> 741.6072/NOB2016
	Supplementary	Bella Martin, Bruce Hanington. <u>Universal methods of design : 100 ways to research complex problems develop innovative ideas, and design effective solutions</u> . Rockport, 2012.	001.42/MAR
Degree Exhibition Show BDES3206	Main	Freda Matassa. <u>Organizing exhibitions : a handbook for museum, libraries and archives</u> . Facet Publishing, 2013.  Bruce Hanington , Bella Martin. <u>Universal methods of design : 100 ways to research complex problems develop innovative ideas, and design effective solutions</u> . Rockport Publishers, c2012.	069.5/MAT  001.42/MAR
	Supplementary	<ul style="list-style-type: none"> <li>• Campaign Brief Asia <a href="http://www.campaignbriefasia.com">www.campaignbriefasia.com</a></li> <li>• Super Nature Design, Tolleson Design, The Attik</li> <li>• Agency: WK, McCannEricson, Saatchi, O&amp;M, LeoBurnett, BBDO, Grey</li> <li>• Kancil awards, IDN awards</li> <li>• How design.com</li> </ul>	Not available

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		(international design award)	
Design Principle BDDP1023 Ng Chee Fong	Main	Lidwell , W. , Holden , K. and Butler , J . <u>Universal principles of design.</u> Rockport : Massachusetts, 2010.	745.403/LID
	Supplementary	Karen Michel. <u>Green guide for artists : nontoxic recipes, green art ideas, &amp; resources for the eco-conscious artist.</u> Quarry Books, c2009.  David A. Lauer, <u>Design basics.</u> Wadsworth Publishing, 2011.	702.86/MIC  <b>New ed.:</b> <b>c2016, 9<sup>th</sup> ed.</b> 745.4/PEN <i>Author should be Stephen Pentak, David A.Lauer</i> 745.4/LAU-2
Digital Illustration BDDI1004	Main	Derek Stenning & Charlie Bowater. <u>Beginner's guide to digital painting in Photoshop : characters.</u> 3DTotal.com, 2015.  Wallace Jackson. <u>Digital illustration fundamentals : vector, raster, waveform, newmedia with DDCF, DAEF and ASNMF.</u> Apress, 2015.  Debbie Cording & Simon Morse. <u>Master the art of speed painting : digital painting techniques.</u> 3DTotal.com, 2016.  Cher Threinen-Pendarvis. <u>The Photoshop and Painter Artist tablet</u>	006.68/BEG-2  006.6/JAC <i>Title should be <u>Digital illustration fundamentals</u></i>  776/MAS  760/THR c2014

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		<p><u>book : creative techniques in digital painting using wacom and the iPad</u>, 2nd ed. Peachpit Press, 2013.</p> <p>Annie Moss, Carlos Cabrera &amp; Jan Urschel. <u>Digital painting techniques : volume 6-8</u>. 3DTotal.com, 2016.</p> <p>Helen Yancy. <u>Ordinary to elegant : transforming photographs into digital paintings</u>. Amherst Media, 2017.</p>	<p>776/DIG/V6</p> <p>776/DIG/V7</p> <p>776/DIG/V8</p> <p>006.68/YAN</p>
	Supplementary	-	
Digital Motion Graphic BDMG2104	Main	<p>Maxim Jago. <u>Adobe Premiere Pro CC classroom in a book</u>. Adobe Creative Team.Trish Meyer , 2017.</p> <p>Mark Christiansen. <u>Adobe after eEffects CC visual effects and compositing Studio techniques</u>. Adobe Press, 2013.</p> <p>Trish Meyer &amp; Chris Meyer. <u>Creating motion graphics with after effects : essential and advanced techniques</u>. 7th ed. Focal Press, 2010.</p>	<p>006.68/JAG <i>Title should be Adobe Premiere Pro CC : 2017 release : classroom in a book : the official training workbook from Adobe</i></p> <p>777.9028553/CHR <b>c2014</b></p> <p>777/MEY-3</p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
	Supplementary	-	
Digital Typography Design BDTD1004	Main	Andy Ellison. <u>The complete guide to digital type : creative use of typography in the digital arts.</u> Harper Design, 2016.  Denise Bosler. <u>Mastering type : the essential guide to typography for print and web design.</u> HOW Books, c2012.	686.224/ELL <b>c2006</b>  686.22/BOS
	Supplementary	Ilene Strizver. <u>Type rules! : the designer's guide to professional typography.</u> 3rd ed. Wiley, c2010.  Nigel French. <u>Indesign type : professional typography with Adobe Indesign.</u> 2 <sup>nd</sup> ed. Adobe Press, c2010.	<b>New ed.:</b> <b>c2014, 4<sup>th</sup> ed.</b> 686.221/STR-2  <b>New ed.:</b> <b>c2014, 3<sup>rd</sup> ed.</b> 686.2/FRE-2
Drawing for Designer BDDD1003	Main	Brown, Clibnt, Cherly Mclean. <u>Drawing from life.</u> 3rd ed. Thomson Wadsworth, c2004.  Betty Edwards. <u>Drawing on the right side of the brain : the definitive.</u> 4th ed. Tarcher, c2012.	743.4/BRO  741..2/EDW-3
	Supplementary	Bert Dodson. <u>Keys to drawing.</u> Cincinnati : North Light Books, 1990.  Francisco Asensio Cerver. <u>Drawing for beginners.</u> Cologne : Konemann, c2005.	741.2/DOD <i>The Publishing year should be c1985</i>  741.2/CER

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Digital Photography and Imaging BDPI1003	Main	<p>Scott Kelby. <u>The adobe photoshop lightroom 2 book for digital photographers (Voices That Matter)</u>. New Riders Press, 2008.</p> <p>Ben Long. <u>Complete digital photography</u>. 6<sup>th</sup> ed. Course Technology PTR, c2011.</p>	<p><b>New ed.:</b> <b>c2014</b> 006.68/KEL-2 <i>Title should be <u>The Adobe Photoshop lightroom 5 : book for digital photographers</u></i></p> <p><b>New ed.:</b> <b>c2015, 8<sup>th</sup> ed.</b> 778.3/LON</p>
	Supplementary	<p>Bryan Peterson. <u>Understanding exposure : how to shoot great photographs with any camera</u>. 3<sup>rd</sup> ed. Amphoto Books, c2010.</p> <p>Michael Langford, Philip Andrews. <u>Langford's starting photography : the guide to creating great images</u>. 6th ed. Focal Press, c2008.</p>	<p><b>New ed.:</b> <b>c2015, 4<sup>th</sup> ed.</b> 771/PET-3</p> <p><b>New ed.:</b> <b>2016, 7<sup>th</sup> ed.</b> 771/LAN-2</p>
Digital Publication Design BDPD 1004	Main	Bhaskaran, L. <u>What is publication design?</u> Switzerland : Rotovision, 2006.	741.6/BHA c2007
	Supplementary	<p>Arntson, A. E. <u>Graphic design basics</u>. 5th ed. CA : Thomson/Wadsworth, 2007.</p> <p>Evans, P. <u>Exploring publication design</u>. Clifton Park, New York : Thomson/Delmar Learning, 2006.</p>	<p><b>New ed.:</b> <b>c2012, 6<sup>th</sup> ed.</b> 741.6/ARN</p> <p>Not available</p>

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Interactive Media Design BDIM2104	Main	<p>Andy Pratt. Jason Nunes. <u>Interactive design : an introduction to the theory and application of user-centred design</u>. c2012.</p> <p>Design Rules. Jeff Johnson. <u>Designing with the mind in mind : simple guide to understanding user interface design guidelines</u>. 2<sup>nd</sup> ed. Elsevier, c2014.</p>	<p>005.437/PRA</p> <p>005.437/JOH</p>
	Supplementary	<p>Jesse James Garrett. <u>The elements of user experience : user-centred design for the web and beyond</u>. 2<sup>nd</sup> ed., New Riders, c2010.</p> <p>Dan Saffer. <u>Designing for interaction : creating smart applications and clever devices</u>. 2<sup>nd</sup> ed. Prentice Hall Trade, c2010.</p> <p>Catherine Courage &amp; Kathy Baxter, Morgan Kaufmann. <u>Understanding your users : a practical guide to user research methods</u>. 2<sup>nd</sup> ed., 2015.</p>	<p>005.72/GAR</p> <p>004.019/SAF</p> <p>004.019/BAX</p>
MM Final Project BDMF3106	Main	<p>Costello, V. <u>Multimedia foundations : core concepts for digital design</u>. Taylor &amp; Francis Ltd, 2016.</p> <p>England, E., &amp; Finney, A. <u>Managing interactive media : project management for web and digital media</u>. 4th ed. Pearson Education, 2016.</p>	<p><b>New ed.:</b> <b>2017, 2nd ed.</b> 006.7/COS-2</p> <p>006.7/ENG-2 <b>2007, 4th ed.</b></p>

Course Name	Recommended Text	Author/ Title/ Publisher/ Year	Call No.
		<p>Jennifer Visocky Grady. <u>A designer's research manual : succeed in design by knowing your clients and what they really need.</u> Rockport, 2011.</p> <p>Ivers, K. S. &amp; Barron, A. E. <u>Multimedia projects in education : designing, producing, and assessing.</u> 4<sup>th</sup> ed., 2010.</p> <p>Stone, T. L. <u>Managing the design process implementing design.</u> MA : Rockport Publishing, 2010.</p>	<p><b>New ed.:</b> <b>c2017</b> 741.60688/VIS-2</p> <p>Not available</p> <p>741.6068/STO <i>Title should be</i> <i>Managing the design</i> <i>process</i> <i>implementing</i> <i>design : an essential</i> <i>manual for the</i> <i>working designer</i></p>
	Supplementary	<p>Stone, T. L. <u>Managing the design process : concept development.</u> MA : Rockport Publishing, 2010.</p> <p>Birnberg, H. G. <u>Project management for designers and facilities managers.</u> 3rd ed. US : J. Ross Publishing, 2008.</p>	<p>741.6068/STO</p> <p>741.6068/STO-2</p> <p><b>New ed.:</b> <b>c2015, 4<sup>th</sup> ed.</b> 720.68/BIR</p>
Principle of Marketing BBMK1013	Main	Armstrong & Kotler. <u>Marketing : an introduction.</u> 12 <sup>th</sup> ed. Prentice Hall, 2014.	658.8/ARM-6 c2015
	Supplementary	William D. Perreault, Joseph P.Cannon, E. Jerome McCarth. <u>Essentials of marketing.</u> 14 <sup>th</sup> ed. McGraw-Hill, 2014.	658.8/PER-5 <b>c2015</b>



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		<p>Stephan Sorger. <u>Marketing planning</u>. Prentice Hall, 2012.</p> <p>Keegan and Green. <u>Global marketing</u>. 8th ed. Prentice Hall, 2014.</p> <p>Roger A. Kerin, Steven W. Hartley, William Rudelius, Lau Geok Theng. <u>Marketing in Asia</u>. 2nd ed. McGraw-Hill, c2013.</p> <p>Levens. <u>Marketing : defined, explained, applied</u>. 2nd ed. Prentice Hall, 2012.</p>	<p>658.8/SOR <i>Title should be <u>Marketing planning : where strategy meets action</u></i></p> <p><b>New ed.:</b> <b>c2017, 9th ed.</b> 658.8/KEE-7</p> <p>658.8/KER</p> <p>658.8/LEV:3 c2014</p>
Professional Practice in Design BDPP 3104	Main	<p>Cameron S. Foote. <u>The business Side of creativity : the comprehensive guide to starting and running a small graphic design or communications business</u>. 4th ed. W. W. Norton &amp; Company, 2014.</p> <p>Debbie Rose Myer. <u>The graphic designer's guide to portfolio design</u>. 3rd ed. Wiley, 2013.</p>	<p>741.6068/FOO-2</p> <p>741.60688/MYE</p>
	Supplementary	<p>Bender, Diane M. <u>Design portfolios : moving from traditional to digital</u>. 2<sup>nd</sup> ed. Fairchild, c2012.</p> <p>Dorte Nielsen, Kiki Hartmann. <u>Portfolio of inspirations : how creative people think, work and find inspiration</u>.</p>	<p>712/BEN/2017</p> <p>701.15/NIE</p>

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		Page One, c2006.	
Web Design BDWD2104	Main	Ben Frain. <u>Responsive web design with HTML5 and CSS3</u> . 2nd ed. Packt Publishing, 2015.	006.76/FRA <i>Title should be <u>Responsive web design with HTML5 and CSS3 : build responsive and future-proof websites to meet the demands of modern web users</u></i>
		David Sawyer McFarland. <u>CSS : the missing manual</u> . 4th ed. O'Reilly Media, 2015.	006.74/MCF
		Jeremy Osborn. <u>Adobe Dreamweaver CS6 digital classroom</u> . AGI Creative Team, 2012.	Not available
		Jon Duckett. <u>HTML and CSS : design and build websites</u> . 2011.	006.74/DUC <i>Title should be <u>HTML &amp; CSS : design and build websites</u></i>
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