

A list of books for graphic designers

In general:

Roland Barthes. *Mythologies*, 1957 (Hill & Wang, NY 1999).

John Berger. *Ways of Seeing*. (London: Penguin Books, 1972.)

Michael Bierut, William Drenttel, Steven Heller & DK Holland (eds.) *Looking Closer: Critical Writings on Graphic Design*. (New York: Allworth Press, 1994 to 2004.) Four volumes to date.

Ellen Lupton and J. Abbott Miller: *Design, Writing, Research: Essays on Graphic Design*. (Princeton Architectural Press, 1994.)

Paul Rand. *Thoughts on Design*. (New York: Van Nostrand Rheinhold, 1943.)

Norman Potter. *What is a Designer*

Dick Hebdige. *Hiding in the Light: On Images and Things*

Lev Manovich. *Language of New Media*

Victor Papanek. *Design for the Real World*

Typography practice

Bringhurst, Robert. *The Elements of Typographic Style*.

Carter, Meggs, and Day. *Typographic Design: Form and Communication*.

Geoffrey Dowding. *Finer Points in the Spacing and Arrangement of Type*. (Point Roberts, WA: Hartley & Marks Publishers, 1991.)

Steven Heller and Louise Fili. *Typology*.

Stanley Morison. *First Principles of Typography*

Josef Muller-Brockmann. *Grid Systems in Graphic Design*.

Erik Spiekermann. *Stop Stealing Sheep & find out how type works*.

Typographic history

Warren Chappell. *A Short History of the Printed Word*.

Lewis Blackwell. *20th Century Type: remix*.

Friedrich Friedl, Nicolaus Ott, Bernard Stein (eds). *Typography: An Encyclopedic Survey of Type Design Throughout History*.

Alexander S. Lawson. *Anatomy of a Typeface*.

Alexander S. Lawson with Dwight Agner. *Printing Types*. (Boston: Beacon Press, 1971.)

Herbert Spencer. *Pioneers of Modern Typography*.

Jan Tschichold, Ruari McLean (Translator), Robin Kinross (Introduction). *The New Typography: A Handbook for Modern Designers*.

Graphic design practice

Kees Broos, Paul Hefting, C. Broos. *Dutch Graphic Design: A Century*.

Douglas Crimp & Adam Rolston. *AIDS Demo Graphics*. (Bay Press, 1990.)

Steven Heller (Ed.) *The Education of a Graphic Designer*

Robin Kinross (ed). *Karel Martens: Printed Matter*.

Ryan McGinness. *flatnessisgod*.

Paul Rand. *A Designer's Art*. (Yale University Press, New Haven, 1985.)

Edward Tufte. *Envisioning Information*.

Rudy Vanderlans, Mary E. Gray, Zuzana Licko. *Emigre: Graphic Design into the Digital Realm*.

Sven Volker & Dorthe Meinhardt (eds). *A Book From/About/For Those Who Go Beyond the Territory of Their Discipline: Eight Stories from Beyond the Borders*. 2001.

Keith Smith. *Structure of the Visual Book* and others

Graphic design history, theory & criticism

John Morgan and Peter Welton. *See What I Mean*. Edward Arnold, 1986.

Mildred Friedman. *Graphic Design in America: A Visual Language History*. Minneapolis, Minn.: Walker Art Center; New York: Abrams, 1989. Specifically the following essays by Maud Lavin: "Design in the Service of Commerce" and Lorraine Wild: "Europeans in America."

Robin Kinross. *Fellow Readers: Notes on Multiplied Text*.

Naomi Klein. *No Logo: Taking Aim at the Brand Bullies*. (St Martin's Press, 2000.)

Allan and Isabella Livingston, *Graphic Design & Designers* (Thames and Hudson, 1992)

Ellen Lupton, *Mixing Messages: Graphic Design in Contemporary Culture*. (Princeton Architectural Press, 1996)

Scott McCloud. *Understanding Comics*.

Sara Pendergast (ed.) *Contemporary Designers*, 3rd ed. (Gale Group, 1997.)

Judith Williamson. *Decoding Advertisements: Ideology and Meaning in Advertising*.

Production, the profession, running a business

Alan Pipes. *Production for Graphic Designers*.

Ed Gold. *The Business of Graphic Design: A Sensible Approach to Marketing and Managing a Graphic Design Firm*.

Steven Heller and Teresa Fernandes. *Becoming a Graphic Designer: A Guide to Careers in Design*. (1999)

The Graphic Artists Guild Handbook: Pricing and Ethical Guidelines.

Also

- Screen: six (+2) essays on design and new media, Jessica Helfand, William Drentell, New York, 1997 A tiny book of philosophical musings about the ideas that are being shaped by information technologies, within and beyond the design world.
- Lupton, Ellen & J. Abbott Miller. *Design Writing Research*, New York: Kiosk Books/Princeton Architectural Press, 1996 Anthology of essays that integrate the history, theory and criticism of design with a wide variety of subjects, from the history of punctuation and stock photography to the circulation of graphic design in popular culture. A path-finding attempt—still one of a kind, at least in book form—to use the structural and stylistic devices of design itself as an agent of critical inquiry.
- Margolin, Victor & Buchanan, Richard. *The Idea of Design* MIT Press Cambridge, Mass., 1995. Essays from the design journal *Design Issues* exploring the meaning of products, design theory and design and culture.
- Forty, Adrian. *Objects of Desire Design and Society since 1950*, Thames and Hudson, London, 1986. A crucial text that places design in a social and economic context.
- Meikle, Jeffrey. *American Plastic, a Cultural History*, Rutgers University Press, New Jersey, 1995. A rich, contextualised study of one material and its impact on design change.
- Leonie ten Duis & Annelies Hasse, Eds. *The World Must Change: Graphic Design and Idealism* Sandberg Instituut, 1999 ISBN 90-6617-208-8 Excellent social history of graphic design in the Netherlands, from early avant-garde pioneers to today's emerging practitioners, with essays and interviews that confront idealistic aspirations and their practical realities.
- Jan van Toorn, Ed. *Design Beyond Design* Maastricht, The Netherlands: Jan van Eyck Akademie Editions, 1998 ISBN 90-6617-224-X Proceedings of a conference of the same name held to investigate the possibilities of critical alternatives to both theory and practice with essays and responses by a wide range of participants from the U.S. and Europe.
- Marchand, Roland. *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business*. Berkeley, Los Angeles, London: The University of California Press, 1998.
- Maud Lavin, *Clean New World: Culture, Politics, and Graphic Design* (Cambridge, Ma.: The MIT Press, 2001) Looking at design in its cultural context from the 20s until today, this book explores how a designer or small group of designers can influence politics, mass media, and society.
- Ellen Lupton, *Mechanical Brides: Women and Machines from Home to Office* (NY: Princeton Architectural Press and Cooper-Hewitt/National Design Museum, 1993) This catalog places design objects in the context of gendered environments and women's history.
- Robert Venturi, Denise Scott Brown, and Steven Izenour *Learning from Las Vegas: The Forgotten Symbolism of Architectural Form*. Cambridge: MIT Press, 1972, 1977. This classic work of postmodern theory elucidates the relationship between architecture and graphic design in the age of Pop.
- Roland Barthes. *Mythologies*. New York: Farrar, Straus, and Giroux, 1957, 1972. Having long abandoned many other works of theory in my teaching of undergraduates, I still assign parts of this book each spring, specifically the essay "Myth Today." I'm not sure if my students actually read it, but this great semiotic document continues to astonish me.
- Dick Hebdige, *Hiding in the Light: On Images and Things*, London and New York: Routledge, 1988. Stylish, inventive, intellectually energetic notes on visual culture by an influential cultural studies writer attempting to reconcile life in the postmodern consumer culture with the search for value, meaning and direction.
- Julian Stallabrass, *Gargantua: Manufactured Mass Culture*, London and New York: Verso, 1996. Dense, difficult, politically committed, but consistently rewarding polemic, somewhat ahead of its time, that sets out to unlock the underlying meanings of graffiti, photography, computer games, automobile styling, and trash.
- Ken Garland, *A Word in Your Eye: Opinions, Observations and Conjectures on Design, from 1960 to the Present*, Reading: University of Reading, 1996. Forty years' worth of essays by one of the most consistent and distinctive voices among contemporary designers who also find time to write—notable for their warmth, humanity, questioning intelligence, and rejection of cant.
- Jobling, Paul & Crowley, David (1996). *Graphic design: Reproduction and representation since 1800*. Manchester: Manchester University Press.
- Stuart Ewen. *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture*. (New York: McGraw-Hill, 1977, c1976.)
- Scott McCloud. *Understanding Comics*.
- Judith Williamson. *Decoding Advertisements: Ideology and Meaning in Advertising*. (London: Boyars: Distributed by Calder and Boyars, 1978.)
- Leslie Savan. *The Sponsored Life : Ads, TV, and American Culture*. (Temple Univ. Press, 1994).