

# COMMUNICATION DESIGN

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## DEFINITIONS

While this *Guide* covers many traditional graphic design issues, history and connoisseurship are de-emphasized. Researchers should be aware of frequent overlapping of other categories such as advertising, cartography, literature, product design and the pictorial arts.

## KEYWORDS

Art direction, Bar charts, Book design, Calligraphy, Chart junk, Charts, Data graphics, Data visualization, Dequantification, Diagrams, Editorial design, Electronic publishing, Engraving, Etching, Fonts, Graphs, Histograms, Intaglio printing, Layout, Lie factor, Lithography, Monotype, Offset printing, Printing, Relief printing, Scientific modeling, Serigraphy, Signage, Signs, Statistical graphs, Trademarks, Time-series plots, Type, Typography, Visual analysis, Visual proof, Websites,

## TOOLS TO GET STARTED

Hollis, *Graphic Design: a Concise History*, NC998.H65 1994  
 Meggs, *A History of Graphic Design*, 3rd, Z244.5 .M42 1998 (Standard one-volume survey)  
 Online Guide to Terminology for Printing & Graphics, <http://www.lyonsdigital.com/guide/>  
 "Printing," Turner, *The Dictionary of Art*, Reference-N31.D5 1996  
 Wurman, *Information Architects*, NK1510.164 1996  
*Kappe Library Guide* no. 41 "Media & Communications Buildings" (Includes Media Theory resources)

## COMMUNICATION DESIGN A - Z:

### ANALYSIS

Babbie, *Basics of Social Research*, H62.B18 1999  
 Bickman, *Handbook of Applied Social Research Methods*, H62.H24534 1997  
 Booth, *Craft of Research*, Reference-A180.55.M4B66 1995  
 Deacon, *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*, P90.R49 1999  
 Desncombe, *Good Research Guide: for Small-Scale Social Research Projects*, H61.D35 1998  
 Jorgensen, *Participant Observation: A Methodology for Human Studies*, H62J625 1989  
 Katzer, *Evaluating information: a guide for users of social science research*, 4<sup>th</sup>, H62.K378 1997  
 Silverman, *Qualitative Research: Theory, Method and Practice*, H62.Q359 1997  
 Vogt, *Dictionary of Statistics & Methodology: A Nontechnical Guide for the Social Sciences*, HA17.V64 1998

### BRANDS, LOGOS & TRADEMARKS

Aaker, *Building Strong Brands*, HD69.B7 A216 1996  
 (Excerpts at  
<http://www.haas.berkeley.edu/market/PAPERS/AAKER/BOOKS/build.html>)  
 Aaker, *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, 1991  
 Blik, *Trademarks of the 60s and 70s*, NC998.5.B47 1998  
 Digital Wisdom, *Logos & Trademarks CD-Rom*, 2000  
 Finsterer-Stuber, *Marken und Signete*, T273.V2F5 1957  
 Klein, *No Logo: Taking Aim at the Brand Bullies*, HD2755.5.K57 1999

Leonard, *Britain™: Renewing Our Identity*, 1997 (Celebrated application of the branding idea)  
"Logos: Timeless Signs," *Novum*, July 1999 (Theme issue)  
Mollerup, *Marks of Excellence: the History and Taxonomy of Trademarks*, T325.M65 1999  
A Short Introduction to Branding, <http://www.brand.com/frame8.htm>  
Upshaw, *Building Brand Identity*, 1995  
U.S. Trademark Electronic Search System (TESS), <http://tess.uspto.gov/bin/gate.exe?f=tess&state=ud5d3n.1.1> (Fun)  
Wildbur, *International Trademark Design*, T324.257 1979

#### CHARTS, DIAGRAMS & GRAPHS

Beniger & Robyn, "Quantitative Graphics in Statistics: a Brief History," *American Statistician*, February 1978  
Berlin, *Graphics and Graphic Information Processing*, 1981  
Berlin, *Semiology of Graphics: Diagrams, Networks, Maps*, 1983  
Cleveland, *Dynamic Graphics for Statistics*, 1988  
Cleveland, *The Elements of Graphing Data*, QA90 .C54 1994  
Cleveland, *Visualizing Data*, 1993 QA276.3.C57 1993  
"Diagrams as Tools for Worldmaking," *Visible Language*, Summer/Autumn, 1992 (Theme issue)  
Funkhouser, "Historical Development of the Graphical Representation of Statistical Data," *Osiris*, November 1937  
"Graphing Data," Chapter 18 of *The Handbook of Applied Social Research Methods*, H62.H24534 1997  
Harris, *Information Graphics Visual Tools for Analyzing, Managing, and Communicating*, Reference-QA90.H37 1996  
Henry, *Graphing Data: Techniques for Display and Analysis*, 1995 QA276.3 .H46 1995  
Herdeg, *Graphis / Diagrams*, 1976  
Huff, *How To Lie with Statistics*, HA29.H82 1993  
Laseau, *Graphic Problem Solving*, NA2705.L37  
Marey, *La methode graphique*, 1885  
Playfair, *Statistical Breviary*, 1801  
Tufte, *Envisioning Information*, Reference-P93.5.T84 1990  
Tufte, *The Visual Display of Quantitative Information*, Reference-QA276.3.T83 1983  
Tufte, *Visual Explanations: Images and Quantities, Evidence and Narrative*, Reference-P93.5.T846 1997  
Warner, *Graph Attack! Understanding Charts and Graphs*, 1993  
Wilkinson, *The Grammar of Graphics*, 1999 QA276.3 .W55 1999

#### COMMUNICATING IN PERSON

The Strategic Communications Resource Library, [http://www.tragiccomm.com/resources.html](http://www.trategiccomm.com/resources.html)  
Virtual Presentation Assistant, <http://www.ukans.edu/cwts/units/coms2/vpa/vpa.htm> (Online tutorial)

#### COMMUNICATION (IN GENERAL)

Barnouw, *The International Encyclopedia of Communications*, 4 volumes, Reference-Q87.5.I5 1989  
Bobby 3.2, <http://www.cast.org/bobby/> (Service provides analysis of web pages for accessibility)  
Designing Accessible Web Pages Resources, <http://nadc.uda.edu/dawpi.htm>  
"How Do We Learn To Read?" [http://www.cast.org/LeamingToRead/ch\\_1/1\\_1\\_learn.html](http://www.cast.org/LeamingToRead/ch_1/1_1_learn.html)  
"Information Processing," Chapter 4 of *Handbook of Human Factors and Ergonomics*, 2<sup>nd</sup>, Reference-TA166.H275 1997  
Losee, A Discipline-Independent Definition of Information, <http://www.ite.unc.edu/~losee/b5/book5.html>  
Pierce, *Introduction to Information Theory*, Q360.P5 1980  
Poovey, *A History of the Modern Fact*, HA29.P6739 1998  
Visual Displays," Chapter 20 of *Handbook of Human Factors and Ergonomics*, 2<sup>nd</sup>, Reference-TA166.H275 1997  
Ware, *Information Visualization: Perception for Design*, TS156.2 .W37 2000

#### COMMUNICATION STRATEGY

De Mooij, *Global Marketing and Advertising: Understanding Cultural Paradoxes*, HF5415.127.M66 1997  
Lears, *Fables of Abundance*, HF5813.U6L418 1994 (Classic history of advertising)  
Perrault, *Applications in Bask Marketing*, HF5415.13.M369 1998  
Perrault, *Basic Marketing*, 12<sup>th</sup>, HF5415.13.M369 1996  
Postma, *New Marketing Era: Marketing to the Imagination in a Technology Driven World*, HF5415.P642 1998  
Riggs, *Encyclopedia of Major Marketing Campaigns*, HF5837.E53 1999 (Excellent, concise case studies)  
Schmitt, *Experiential Marketing*, HF5415.13.S343 1999  
White, *Complete Idiot's Guide to Marketing Basics*, HF5415.W543 1997

#### DESIGN NEWS & CRITICISM

*Graphic Design U.S.A.: the Annual of the American Institute of Graphic Arts*, NC998.5.A1A37 (Published each year)  
*I.D.* (Periodical published bimonthly; the March/April issue is devoted to communication design)  
The Internet Eye Magazine, <http://www.the-internet-eye.com/>  
*Visible Language* (Periodical; also available at <http://www.id.iit.edu/visiblelanguage/>)

#### EDITORIAL DESIGN

"Editorial Design," *Novum*, March 2000 (Theme issue)  
Hurlburt, *The Grid: a Modular System*, Z246.H82  
Lynch, *Web Style Guide*, 1999 (Yale) TK5105.888196 1999  
"Multimedia," Chapter 55 of *Handbook of Human Factors and Ergonomics*, 2<sup>nd</sup>, Reference-TA166.H275 1997  
Rock et al., *The News Aesthetic*, PN4762.N49 1995 (Essays on the visual presentation of news)  
Style Guide for Online Hypertext, <http://www.w3.org/Provider/Style/Overview.html>

#### HISTORIES OF COMMUNICATION DESIGN (GENERAL)

"The Evolution of American Typography," *Design Quarterly*, no. 148, 1990 (Theme issue)  
Friedman, *Graphic Design In America*, NC998.5.A1G65 1989  
Heller, *Graphic Style: from Victorian to Post-Modern*, NC998.2 .H45 1988

#### ILLUSTRATION

Dent, *Cartography. Thematic Map Design*, 5<sup>th</sup>. GA105.3.D45 1999  
Ivins, *Prints and Visual Communication*, NE430.I85 1969  
Monmonier, *How to Lie with Maps*, G108.7.M66 1991  
Schapiro, *Words and Pictures: on the Literal and Symbolic in the Illustration of a Text*, 1973  
Weitzmann, *Illustration in Roll and Codex: a Study of the Origin and Method of Text Illustration*, 1947

#### SIGNS & SIGNAGE

Bernstein, *Advertising Outdoors: Watch This Space!*, HF5843.B76 1997  
International Conference of Building Officials, *Uniform Sign Code*, Reference-KF5710291581997  
McLendon, *Signage: Graphic Communication in the Built World*, TH153.M39  
Sign Industry.com, <http://www.signindustry.com/> (Professional resources & links)  
Yahoo! Electronic sign resources, [http://dir.yahoo.com/Business\\_and\\_Economy/Companies/Signage/Electronic\\_Signs/](http://dir.yahoo.com/Business_and_Economy/Companies/Signage/Electronic_Signs/)

#### STUDIO CRAFT PROCESSES

##### BOOK ART

Book Arts Web, <http://www.philobiblon.com/links.htm>  
Factsheet 5, <http://www.factsheet5.com/> (Comprehensive, frequently updated guide to 'zines)  
Printed Matter, <http://www.printedmatter.org/> (Nonprofit artists book distributor)  
Yale Art of the Book Links, <http://www.library.yale.edu/Internet/bookarts.html>

##### CALLIGRAPHIES

Arrighi, Palatine & Tagliente, *Three Classics of Italian Calligraphy*, Z43.A3T4  
Blair & Bloom, *The Art & Architecture of Islam 1250-1800*, N6260.B45 1994  
Ch'ung-ho, *Two Chinese Treatises on Calligraphy*, NK3634.A4C8785 1995  
Chang, *Four Thousand Years of Chinese Calligraphy*, NK3634.A2C44 1990  
Irwin, "A Literary Art," Chapter 7 of *Islamic Art in Context*, N6260.I75 1997  
"Islamic Arts: Arts of the book," Turner, *The Dictionary of Art*, Reference-N31.D5 1996  
Yee, *Chinese Calligraphy: introduction to its aesthetic & technique*, NK3634.A2C65 1973

##### FINE ART PRINTING

*Art Byte* (Periodical published bimonthly on electronic media)  
*Art On Paper* (Periodical published bimonthly focusing on fine art multiples, drawing & photography)  
Brown, *Ink, Paper, Metal, Wood; How to Recognize Prints*, NE539.C76B76 1996  
Gascoigne, *How to Identify Prints: A Complete Guide from Woodcut to Inkjet*, NE850.G37 1986  
Griffiths, *Prints and Printmaking: An Introduction to the History and Techniques*, NE400.674 1996  
The Grunwald Center for the Graphic Arts, Hammer Museum, UCLA  
Hufts, *The Print the Western World: An Introductory History*, NE400 .H79 1996  
National Gallery, *Gemini G.E.L Catalog Raisonné.*, <http://www.nga.gov/gemini/>  
Printmaking Links (Middle TN State U) [http://www.mtsu.edu/~art/printmaking/print\\_links.html](http://www.mtsu.edu/~art/printmaking/print_links.html)  
Rosenthal, *Artists at Gemini G.E.L.*, NE538.L67R67 1993  
Tamarind Institute, <http://www.unm.edu/~tamarind/index.html> (Resources on lithography)

## TEXT COMPOSITION

### GENERAL GUIDES

- The Chicago Manual of Style*, 14<sup>th</sup>. Reference-Z253.U69 1993
- Fowler & Aaron, *The Little, Brown Handbook*, 7<sup>th</sup>, Reference-PE1112.F64 1997
- Gibaldi, *The Modern Language Association (MLA) Style Manual*, 2<sup>nd</sup>, Reference-PN147.6444 1998

### GRAMMAR & PUNCTUATION

- Gordon, *The Transitive Vampire: a Handbook of Grammar*, Reference-PE112.G58 1984
- Gordon, *The Well-Tempered Sentence: a Punctuation Handbook*, Reference-PE1450.G65 1983
- Greenbaum, *The Oxford English Grammar*, Reference-PE1106.G744 1996

### STYLE

- Graves & Hodge, *The Reader Over Your Shoulder*, PR751.G7 1979
- Strunk & White, *The Elements of Style*, 4<sup>th</sup>, Reference-PE1408.S772 2000
- Williams, *Style: Toward Clarity and Grace*, Reference-PE1421.W546 1990

## TEXT DESIGN

- Bringhurst, *Elements of Typographic Style*, Z246.B74 1996
- Craig, *Designing with Type: a Basic Course in Typography*, Z250.C88 1980
- Eckersley, *Glossary of Typesetting Terms*, Z253.G57 1994
- Rosen, *Type and Typography*, Z250.R79 1989
- Ruder, *Typography*, Z244.R8613
- "Typography," Turner, *The Dictionary of Art*, Reference-N31.D5 1996
- Williams, *A Mac Is Not a Typewriter*, Reference-Z286.D47W538 1990

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## PRODUCTION RESOURCES

### WEB DOMAIN REGISTRATION

- InterNIC, <http://rs.internic.net/index.html> (See directory)
- Whois Net, <http://www.whois.net/> (Authoritative directory of persons to whom sites & names are registered)

### WEB HOSTS

- Compare Web Hosts, <http://www.comparewebhosts.com/>
- Host Review, <http://hostreview.com/>

### FONTS & LETTER FORMS

- Émigré* (Periodical published quarterly by a font manufacturer, also see <http://www.emigre.com/>)
- U & Lc* (Periodical published quarterly, also available at <http://www.itcfonts.com/itc/ulc/index.html>) Yahoo! Typefaces, [http://dir.yahoo.com/Arts/Design\\_Arts/Graphic\\_Design/Typography/Typefaces/](http://dir.yahoo.com/Arts/Design_Arts/Graphic_Design/Typography/Typefaces/)

### GRAPHICS SOFTWARE REVIEWS

- CNET, <http://www.cnet.com/software/0-3679.html?tag=st.sw.3662.dir.3679> (Clear)
- Designer-Info, <http://www.designer-info.com/> (Desktop publishing resource, with reviews)
- InfoWorld, [http://www.infoworld.com/testcenter/index\\_f.html](http://www.infoworld.com/testcenter/index_f.html)
- The Internet Eye, <http://the-internet-eye.com/reviews/default.htm>
- MacWorld, <http://macworld.zdnet.com/reviews/>
- ZD Net / PC Magazine, <http://www.zdnet.com/pcmag/filters/guide/0,10172,6001727,00.html>

### ROYALTY-FREE GRAPHICS

- A-1 All Free Clipart, <http://www.free%2Dgraphics.com/>
- Animation Factory, <http://www.animfactory.com/> (Free digital animation graphics)
- Art Today, <http://www.arttoday.com/> (Subscribers-only)
- Barry's Opart Server, <http://www.barrysclipart.com/> (Free)
- Free Graphics, <http://www..freegraphics.com/>

### ROYALTY-FREE STOCK PHOTOGRAPHS

- Corbis, <http://www.corbis.com/> (Huge collection of historic, news & celebrity images, charge for each use)
- Free Stock Photos, <http://www.freestockphotos.com/> (Free, many categories)
- Getty Images, <http://www.getty-images.com/> (Hugh, fee-based professional electronic archive)

Web Shots, <http://www.image-catcher.com/worldprints.html?FinclW/hat>  
Weststock, <http://www.weststock.com/> (Free, many categories)

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