

NCAD Book List for Fall 2018 (Sep – Dec 2018) Semester

Courses		All books listed are required unless preceded by “Recommended” in individual course listings)
DT 101	2D Design Theory	No Text Required. Supplies: See list at end of this document.
AT 101	Art Introduction	Introduction to Art: Design, Context, and Meaning by Sachant, P. (ed.). 2016. UNG University Press. <ul style="list-style-type: none"> • Available for free download at: • https://ung.edu/university-press/books/introduction-to-art.php
BP 401	Business Entrepreneurship	Required Books: See list at end of this document.
CS 101	College Success Strategy	<p>Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Mind (99U) (May 21, 2013)</p> <ul style="list-style-type: none"> • Publication Date: May 21, 2013 • Sold by: Amazon Digital Services LLC • Language: English • ASIN: B00B77UE4W • Retail on Amazon: \$2.99 <p>Maximize Your Potential: Grow Your Expertise, Take Bold Risks & Build an Incredible Career (99U Book 2) (Sep 24, 2013)</p> <ul style="list-style-type: none"> • Publication Date: September 24, 2013 • Sold by: Amazon Digital Services LLC • Language: English • ASIN: B00CLVF2P4 • Retail on Amazon: \$2.99 <p>The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg</p> <ul style="list-style-type: none"> • Publisher: Random House Trade Paperbacks (January 7, 2014) • ISBN-10: 081298160X • ISBN-13: 978-0812981605 • Retail on Amazon: \$13.60 <p>Required: Library card for either King or Pearce County. Special Materials: data storage device, notebook for note taking.</p>
KS 251	Creative Writing	<p>101 Creative Writing Exercises</p> <ul style="list-style-type: none"> • ISBN-13: 978-0615547855 • \$8.99 on Amazon <p>Bird by Bird: Some Instructions on Writing and Life</p> <ul style="list-style-type: none"> • ISBN-13: 978-0385480017 • \$9.69 on Amazon
DR 101	Drawing	<p>The Complete Beginners Guide to Drawing; More than 200 Drawing Techniques, Tips and Lessons by Walter Foster Creative Team</p> <ul style="list-style-type: none"> • ISBN-10: 1633221040 • ISBN-13: 978-1633221048 • Retail on Amazon: \$16.21 <p>Required Special Materials/Equipment:</p>

		<ul style="list-style-type: none"> • 3D Sketchbook, Koala Tools, Perspective Grid/60 Pages 10.35" x 8" (suggested \$3.99 on Amazon) • Wacom Intuous PenTablet needed by week 11 (this is the minimum requirement for a tool) approximately \$79 - \$99 on Amazon) <p>Basic Supply list for Drawing:</p> <ul style="list-style-type: none"> • Bound 9" x 12" White paper sketch book 100 pages (under \$10) • Graphite Pencil Set (standard set variety may include for example 6B, 5B, 4B, 3B, 2B, B, HB, F, H, 2H, 3H, 4H). These range from \$8 -\$15 approximately based on brand. • Ruler (\$1) • Kneaded Eraser (\$1)
WT 101	English Composition 1	<p>The Elements of Style, 4th Edition</p> <ul style="list-style-type: none"> • ISBN-13: 978-0205309023 • Retail on Amazon: \$8.95 <p>"They Say / I Say": The Moves That Matter in Academic Writing, with 2016 MLA Update 3rd Edition</p> <ul style="list-style-type: none"> • ISBN-13: 978-0393617436 • Retail on Amazon: \$14.00
DI 251	Imagery and Design	No Text Required.
IN 451	Internship	No Text Required.
GD 401	Graphic Design 2	No Text Required.
IL 351	Illustration 1	<p>Thinking Visually for Illustrators (Basics Illustration) Paperback by Mark Wigan</p> <ul style="list-style-type: none"> • Publisher: Fairchild Books; 2 edition (October 23, 2014) • ISBN-10: 1472527496 • ISBN-13: 978-1472527493 • \$30.25 <p>Fifty Years of Illustration by Lawrence Zeegan</p> <ul style="list-style-type: none"> • Publisher: Laurence King Publishing (October 28, 2014) • ISBN-10: 1780672799 • ISBN-13: 978-1780672793 • \$28.22
MS 351	Model Shading and Lighting	No Text Required.
MT 351	Model Texturing	No Text Required.
PC 351	Popular Culture	<p>Danesi, M. 2015. Popular Culture: Introductory Perspectives, 3rd ed. Rowman & Littlefield Publishers.</p> <ul style="list-style-type: none"> • ISBN-10: 1442242175 • ISBN-13: 978-1442242173 • Retail on Amazon: \$29.25
PM 351	Principle of Sales	<p>Mastering Your Sales Process: How to Create a Winning Sales Process for You, Your Boss, and Your Prospects by David Masover</p> <ul style="list-style-type: none"> • ISBN-10: 1439268959 • ISBN-13: 978-1439268957 • Amazon Retail: \$16.99

		<p>Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline... by Jeb Blount</p> <ul style="list-style-type: none"> • Publisher: Wiley; 1 edition (October 5, 2015) • ISBN-10: 1119144752 • ISBN-13: 978-1119144755 • Amazon Retail: \$15.74
SK 251	Psychology	<p>Behave: The Biology of Humans at our Best and Worst, by Robert Sapolsky (2017) New York: Penguin Press.</p> <ul style="list-style-type: none"> • ISBN-10: 0143110918 • ISBN 9781594205071 (hardback) • ISBN-13: 978-0143110910 • ISBN 9780735222786 (ebook) • Retail on Amazon: from \$15.21
ST 451	Senior Thesis	No Text Required.
DS 101	Survey of Digital Art Apps	No Text Required.
SI 251	Survey of Illustration	<p>Illustration: A Visual History by Steven Heller and Seymour Chwast</p> <ul style="list-style-type: none"> • ISBN-10: 0810972840 • Retail on Amazon: from \$5.59
TP 401	Typography 2	<p>Type, Image, Message: A Graphic Design Layout Workshop Nancy Skolos, Tom Wedell</p> <ul style="list-style-type: none"> • June 1, 2006 • ISBN 978-1592531899 • \$30.49 <p>Making and Breaking the Grid, Second Edition, Updated and Expanded: A Graphic Design Layout Workshop Timothy Samara</p> <ul style="list-style-type: none"> • July 2017 • ISBN-13: 978-1631592843 • \$14.99 <p>Color Index Jim Krause</p> <ul style="list-style-type: none"> • Mar 2002 • ISBN 1581802366 • \$15.99 <p>Recommended/Optional:</p> <p>Lettering & Type: Creating Letters and Designing Typefaces Bruce Willen and Nolen Strals</p> <ul style="list-style-type: none"> • September 2009 • ISBN-10: 156898765X • \$16.28 <p>The Complete Manual of Typography: A Guide to Setting Perfect Type James Felici</p> <ul style="list-style-type: none"> • July 2011 • ISBN-10: 0321773268 • \$29.99 <p>The Elements of Typographic Style Robert Bringhurst</p>

		<ul style="list-style-type: none"> • Jan 2013 • ISBN-10: 0881792128 • \$20.36 <p>Materials:</p> <ul style="list-style-type: none"> • E-Scale: C-Thru 12-Inch Graphic Arts Combo (GA-96) by Acme United; Link: http://amzn.to/2bC4RqU • Headphones • 15 x 20 black solid-core matte board. <p>Be prepared to purchase multiple, large, full-color prints throughout the semester.</p>
VC 251	Visual Development	<p>No Text Required.</p> <p>Supplies: See list at end of this document.</p>
VS 251	Visual Storytelling	<p>Framed Ink: Drawing and Composition for Visual Storytellers by Marcos Mateu-Mestre</p> <ul style="list-style-type: none"> • Publisher: Design Studio Press (August 31, 2010) • ISBN-10: 1933492953 • ISBN-13: 978-1933492957 • Retail on Amazon: \$25.52 <p>Vision: Color and Composition for Film by Hans P. Bacher</p> <ul style="list-style-type: none"> • Publisher: Laurence King Publishing (May 15, 2018) • ISBN-10: 1786272202 • ISBN-13: 978-1786272201 • Retail on Amazon: \$16.95 <p>Recommended Texts:</p> <p>Framed Perspective Vol. 1: Technical Perspective and Visual Storytelling by Marcos Mateu-Mestre</p> <ul style="list-style-type: none"> • Publisher: Design Studio Press (November 30, 2016) • ISBN-10: 1624650309 • ISBN-13: 978-1624650307 <p>Framed Perspective Vol. 2: Technical Drawing for Shadows, Volume, and Characters by Marcos Mateu-Mestre</p> <ul style="list-style-type: none"> • Publisher: Design Studio Press (November 30, 2016) • ISBN-10: 1624650325 • ISBN-13: 978-1624650321 <p>Required Supplies:</p> <p>Wacom Pen Tablet—Model, size, or style of tablet is dependent on the student's preference and budget (Wacom brand required like the Wacom Intuous PenTablet to ensure compatibility with drivers on school computers).</p>

Business Entrepreneurship Fall 2018

Erica Bolvin

PICK ONE BOOK FROM EACH CATEGORY

(this means you will read and report on THREE BOOKS TOTAL this semester)

INSPIRATION

Grit: The Power of Passion and Perseverance

Angela Duckworth

ISBN-13: 978-1501111105

May 3, 2016

Big Magic: Creative Living Beyond Fear

Elizabeth Gilbert

ISBN-13: 978-1594634727

September 27, 2016

The Firestarter Sessions: A Soulful + Practical Guide to Creating Success on Your Own Terms*

Danielle LaPorte

ISBN-13: 978-0307952110

February 18, 2014

Playing Big : Practical Wisdom for Women Who Want to Speak Up, Create, and Lead*

Tara Mohr

ISBN-13: 978-1592409600

December 29, 2015

Burn Your Portfolio: Stuff they don't teach you in design school, but should

Michael Janda

ISBN-13: 978-0321918680

June 14, 2013

Start with Why : How Great Leaders Inspire Everyone to Take Action

Simon Sinek

ISBN-13: 978-1591846444

December 27, 2011

* *These three books are targeted specifically towards women, but the information and inspiration is beneficial to anyone.*

BUSINESS & ENTREPRENEURSHIP

Essentialism: The Disciplined Pursuit of Less

Greg Keown

ISBN-13: 978-0804137386

April 15, 2014

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses

Eric Ries

ISBN-13: 978-0307887894

September 13, 2011

Disciplined Entrepreneurship: 24 Steps to a Successful Startup

Bill Aulet

ISBN-13: 978-1118692288

August 12, 2013

The \$100 Startup: Reinvent the Way You Make a Living, Do What You Love, and Create a New Future

Chris Guillebeau

ISBN-13: 978-0307951526

May 8, 2012

Pivot: The Only Move That Matters Is Your Next One

Jenny Blake

ISBN-13: 978-1591848202

September 6, 2016

The Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

Guy Kawasaki

ISBN-13: 978-1591847847

March 3, 2015

The Freelance Manifesto: A Field Guide for the Modern Motion Designer

Joey Korenman

978-1619616714

May 31, 2017

This Year Will Be Different: The insightful guide to becoming a freelancer

Monika Kanokova

978-3950396713

ISBN-13: May 15, 2015

TOOLBOX

The Freelancer's Bible

Sarah Horowitz

ISBN-13: 978-0761164883

October 23, 2012

A Surprisingly Interesting Book About Contracts: For Artists & Other Creatives

Sarah Conley Odenkirk

ISBN-13: 978-1623260248

March 7, 2014

Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines

Artist's Guild Graphic

ISBN-13: 978-1507206683

April 3, 2018 (15th edition)

The Money Book for Freelancers, Part-Timers and the Self-Employed

Joseph D'Agnes

ISBN-13: 978-0307453662

March 2, 2010

The Business Side of Creativity

Cameron S. Foote

ISBN-13: 978-0393734003

May 19, 2014

Business and Legal Forms for Illustrators (4th Edition)

Tad Crawford

ISBN-13: 978-1621534884

February 2, 2016

Business and Legal Forms for Graphic Designers*

Eva Doman Bruck and

Tad Crawford

ISBN-13: 978-1621532491

July 1, 2013

Money: How to Think About It, How to Talk About It

Ilise Benun

ISBN-13: 978-1440302435

March 1, 2011

Getting Your Sh*t Together (2nd ed.)

Karin Atkinson

ISBN-13: 978-1495392207

January 30, 2014

* *There are also editions of this book for photographers and fine artists*

DT101 2D Design Theory: Fall Semester 2018 Supply List

Instructor: Derek Gundy dgundy@ncad.edu

Please contact me through email with any questions about supplies.

Required Supplies:

The items with a • beside them you will need to bring to the first class.

- 2H Graphite Drawing Pencil (or your choice but recommend hard and light)
- Cork backed steel ruler, 12 inches
- Clear Plastic Ruler CTH-12-Y Transparent neon yellow ruler
- Black Fine Tip Pens: I like to use Faber Castell Pitt Pens, but I also like Sakura Microns. Show up to the first class with a range of a few different tip sizes... For Pitt Pens, suggestions are S, F, M, for Microns I like 01, 03, 05, and 08.
- 9x12 sketchbook drawing paper, wire bound so it can open flat on a table. I like a heavier weight paper such as Bee Paper Super Deluxe.
- Marker BLACK, Again I like Pitt Pens by Faber Castell. (COPIC or other brands fine too, but just test the bleeding on your paper) Pitt has brush markers in B (small brush) and also a Big Brush great for filling in larger areas. Pitt Pens also resist bleeding through paper.
- 11x14 Vellum Bristol Board Strathmore STR-342-111, you should have this at the first class.

Few sheets of black paper for cut paper designs. Strathmore makes a 9x12 pad called ARTAGAIN in black, or you may buy large sheets of black drawing paper. Whatever you do, please make sure it is a deep rich black. DO NOT bring construction paper.

9x12 Color Aid Gray Paper Pack: <http://www.coloraid.com/grayset9x12.aspx>
I will show this to you during the first class. Please order this and get it on the way to you. It will not be needed on the first day but will be needed in the beginning of October.

Circle Template: PRO-P485 (or any with a good range of circle sizes from very small up to 2")

1 X-ACTO Knife, #1 blade,

Scissors: small but sharp.

Cutting Mat, self healing. Small and portable is good.

Rubber Cement

Rubber Cement Pick-Up

1 tube Titanium White Gouache 15ml

1 tube Ivory Black Gouache 15ml

Simple compact palette for gouache, small cup for water

A few watercolor brushes, round and flat.

Begin saving and setting aside magazines for cutting up and using for collage design.

Other Recommended Supplies: Gouache will be used in color at some point to incorporate hue into our designs. I'll be sure to show you all your options early enough in the class for you to acquire what is needed.

VC251 Visual Development: Fall Semester 2018 Supply List

Instructor: Derek Gundy dgundy@ncad.edu

Textbook: NO TEXT REQUIRED. I will be drawing inspiration from several books throughout the semester and will show them to the class as appropriate. Your most important bound books will be your sketchbooks.

Required Supplies: Please bring these items to the first class. You must have both the Bee Paper Sketch Book and a Strathmore Toned Paper Sketch Book (choice of tan or gray) I prefer the tan as it has a warmer tone.

9x12 Bee Paper Super Deluxe Sketch Book BEE-808S60-912 Many of you know this sketchbook and it accepts ink and water media very well in addition to dry media and markers.

9x12 Strathmore Toned Tan Sketch Pad (STR-412-9) or Toned Gray Sketch Pad (STR-412-109)

Simple Clear Plastic Ruler, 12" Transparent is key. I like the neon yellow one made by C-THRU. Product # **CTH-12-Y**

White Uniball Signo Pen SAN-64538 This will be used for fine white highlights. This pen is great for light over dry dark areas in your drawings.

Faber-Castell Pitt Artist Pens: These come in a variety of tips, and the water based inks are permanent and water proof when dry. They also do not bleed into or through most papers.

Basic recommendations: A few of these selections will be good to start with –

Black Pens – B (Brush) M (Medium) F (Fine) S (Small) XS (Extra Small). Just get a range of tips that will generate varying line weight. Sakura Micron Pens work well too and also come in similar tips.

The main key is to work with pens that have pigmented ink that do not smudge easily. Pens that smudge and leave blobs of ink on a ruler or at the end of a line should be avoided. If possible try your pens and markers out before purchasing.

Gray Scale Markers: Pitt Pen Brush Tip. Purchase a range of grays in the brush tips. You can choose warm or cold range. A complete range of grays in the **Pitt Brush Pens** would be the numbers **1, 3, 4, and 5**. The numbers vary in warm or cold but usually just in the darker grays. 1 is very light and 4 or 5 are quite dark, closer to black.

If you have other markers such as Copic or Touch for the grays, you may choose to use them, just be very aware that markers using solvent or alcohol base often bleed right through the paper. Care must be taken with a slip sheet behind your work to avoid damaging the next sketchbook page or designs that already exist on the next page. There is no bleeding issue with the water soluble Pitt Pens which is why they are my first choice.

Other Recommended Supplies: These items will be introduced to students in the first class, and you will have some choice of what you can add to your tools.

Gouache: I use the professional grade **M. Graham** made in Oregon. These are available at a nice price for a very high pigment load in the paint. **Titanium White, Ivory Black, plus a simple range of vivid colors.** A simple set may work too. Watercolor may also be used. We'll go over choices during the first class.

Small selection of brushes, palette. Some of you may already have these.

Clear C-Thru Rulers, Line Guides, etc. During our first class I will show everyone a variety of drafting tools that may assist in the design process, particularly with perspective.

BIG BRUSH PITT PENS These are available in a larger brush tip and are more efficient in filling in large areas. Consider a black or a gray you enjoy using lots of.

WHITE PITT PEN This is a wide semi-opaque Pitt Pen that is great for laying in white on toned paper. It has a large rounded tip. Depending on how you design your scenes, you might find this very helpful.