

NCAD Book List for Fall 2017 (Sep – Dec 2017) 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	An Introduction to Art by Charles Harrison <ul style="list-style-type: none"> • ISBN-10: 0300109156 • ISBN-13: 978-0300109153 • \$27.88 on Amazon
BP 401	Business Entrepreneurship	<p>PICK ONE BOOK FROM EACH CATEGORY (this means you will read and report on THREE BOOKS TOTAL this semester)</p> <p>Category 1: INSPIRATION (Pick one book from this category)</p> <p>Grit: The Power of Passion and Perseverance Angela Duckworth ISBN-13: 978-1501111105 May 3, 2016</p> <p>Big Magic: Creative Living Beyond Fear Elizabeth Gilbert ISBN-13: 978-1594634727 September 27, 2016</p> <p>The Firestarter Sessions: A Soulful + Practical Guide to Creating Success on Your Own Terms* Danielle LaPorte ISBN-13: 978-0307952110 February 18, 2014</p> <p>Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create, and Lead* Tara Mohr ISBN-13: 978-1592409600 December 29, 2015</p> <p>Lean In: Women, Work, and the Will to Lead* Sheryl Sandberg ISBN-13: 978-0385349949 March 12, 2013</p> <p><i>* These three books are targeted specifically towards women, but the information and inspiration is beneficial to anyone.</i></p> <p>Category 2: BUSINESS & ENTREPRENEURSHIP (Pick one book from this category)</p> <p>Essentialism: The Disciplined Pursuit of Less Greg Keown ISBN-13: 978-0804137386 April 15, 2014</p> <p>The Lean Startup: How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Eric Ries</p>

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

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

ISBN-13: 978-1591846444
December 27, 2011

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

Category 3: TOOLBOX (Pick one book from this category)

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: 978-0932102164
September 30, 2013 (14th edition)

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

Joseph D'Agnese
ISBN-13: 978-0307453662
March 2, 2010

The Business Side of Creativity

Cameron S. Foote
ISBN-13: 978-0393734003
May 19, 2014

		<p>Business and Legal Forms for Illustrators Tad Crawford ISBN-13: 978-1621532491 July 1, 2013</p> <p>Business and Legal Forms for Graphic Designers Eva Doman Bruck</p> <p>The Creative Professional's Guide to Money: How to Think About It, How to Talk... Ilise Benun ISBN-13: 978-1440302435 March 1, 2011</p>
CS 101	College Success Strategy	<p>No Required Text.</p> <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>The Weatherly Guide to Drawing Animals by Joe Weatherly</p> <ul style="list-style-type: none"> • ISBN-10: 097103141X • ISBN-13: 978-0971031418 • Retail on Amazon: \$24.99 <p>Materials:</p> <ul style="list-style-type: none"> • 1 ream of white bond paper • Strathmore Toned Gray Sketch Pad, 9 x 12, 24 sheets • 9 x 12 Sketchbook (white paper) • Graphite drawing pencil set, and erasers • Black pens • Small set of cool gray markers
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: \$4.96 <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: \$23.00
DI 251	Imagery and Design	<p>Photoshop CC: Essential Skills: A Guide to Creative Image Editing by Mark Galer</p> <ul style="list-style-type: none"> • Publisher: Focal Press; Pap/Psc edition (October 24, 2013) • ISBN-10: 0415715717 • ISBN-13: 978-0415715713 • Amazon Retail: #39.74
GD 401	Graphic Design 2	No Text Required.
IL	Illustration 1	The Fundamentals of Illustration by Lawrence Zeegen

351		<ul style="list-style-type: none"> • ISBN-10: 2940411484 • ISBN-13: 978-2940411481 • Retail on Amazon: \$34.65
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: \$32.00 <p>Grazian, D. 2010. Mix It Up: Pop Culture, Mass Media and Society. New York: W. W. Norton.</p> <ul style="list-style-type: none"> • ISBN-10: 0393929523 • ISBN-13: 978-0393929522 • Retail on Amazon: \$39.43
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>The Only Sales Guide You'll Ever Need by Anthony Iannarino</p> <ul style="list-style-type: none"> • ISBN-10: 0735211671 • ISBN-13: 978-0735211674 • Amazon Retail: \$16.34
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
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	No Text Required.
VC 251	Visual Development	<p>No Text Required.</p> <p>Supplies: See list at end of this document.</p>
VS 251	Visual Storytelling	<p>No Text Required.</p> <p>Required Supplies:</p> <p>Wacom Pen Tablet—Model, size, or style of tablet is dependent on the students preference and budget (Wacom brand required to ensure compatibility with drivers on school computers).</p>

DT101 2D Design Theory: Fall Semester 2017 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

●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.

9x12 Color Aid Gray Paper Pack: <http://www.dickblick.com/items/12934-2223/>

At the time of writing this supply list, this product is looking hard to get. We will need this product for class beginning October 11th. It is expected that by the time the class begins Sept. 13th this packet will be available. If we have problems getting it I will suggest an alternative.

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

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 2017 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 book 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.