

## NCAD Book List for Spring 2018 (May–Aug 2018) Semester

Courses		All books listed are required unless preceded by “Recommended” in individual course listings)
AD 451	Advanced Design	No Texts Required:
EA 451	Advanced Entertainment Art	No Texts Required.
IL 451	Advanced Illustration	<p><b>Becoming a Successful Illustrator</b></p> <ul style="list-style-type: none"> <li>• Authors: Derek Brazell &amp; Jo Davies</li> <li>• ASIN: B00YZM576G</li> <li>• Retail: \$28.32 new/used from \$23.04 on Barnes and Noble</li> </ul> <p>Special Materials For This Class: 6” x 8” sketchbook</p>
AT 201	Art History 2	<p><b>Art History, Volume 2 (4th Edition)</b></p> <ul style="list-style-type: none"> <li>• Authors: Marilyn Stokstad &amp; Michael W. Cothren</li> <li>• ISBN-10: 0205744214</li> <li>• ISBN-13: 978-0205744213</li> <li>• Retail: \$134.64 new/used from \$20.35 on Amazon</li> </ul>
BP 351	Business Planning	<p><b>Knock 'em Dead Resumes: A Killer Resume Gets More Job Interviews! 11th edition</b></p> <ul style="list-style-type: none"> <li>• Author: Martin Yate CPC</li> <li>• November 1, 2016</li> <li>• ISBN-13: 978-1440596193</li> <li>• Retail: \$10.79 new/used from \$2.98 on Amazon</li> </ul> <p><b>A Surprisingly Interesting Book About Contracts: For Artists &amp; Other Creatives</b></p> <ul style="list-style-type: none"> <li>• Author: Sarah Conley Odenkirk</li> <li>• ISBN-13: 978-1623260248</li> <li>• Retail: \$13.86 new/used from \$4.03 on Amazon</li> </ul> <p><b>Design Is a Job</b></p> <ul style="list-style-type: none"> <li>• Author: Mike Montiero</li> <li>• ISBN-13: 978-0932102164</li> <li>• Retail: used from \$29.97 on Amazon</li> <li>• Or find at <a href="https://abookapart.com/products/design-is-a-job">https://abookapart.com/products/design-is-a-job</a></li> </ul> <p>Recommended Reading:</p> <p><b>Graphic Artist's Guild Handbook of Pricing and Ethical Guidelines (Graphic Artists Guild Handbook...</b></p> <ul style="list-style-type: none"> <li>• Author: Graphic Artist's Guild</li> <li>• ISBN-13: 978-0932102164</li> <li>• Retail: \$39.99 new/used from \$39.99 on Amazon</li> </ul> <p><b>Business and Legal Forms for Graphic Designers</b></p> <ul style="list-style-type: none"> <li>• Authors: Eva Doman Bruck and Tad Crawford</li> <li>• ISBN-13: 978-1621532491</li> <li>• Retail: \$20.76 new/used from \$15.68 on Amazon</li> </ul>
CM 201	Communications	<p><b>Messages: The Communication Skills Book</b></p> <ul style="list-style-type: none"> <li>• Authors: McKay, M., Davis, M., and Fanning, P.</li> <li>• ISBN-10-1572245921</li> <li>• Retail: \$14.54 new/used from \$23.95 on Amazon</li> </ul>

DP 351	Digital Painting	No Texts Required.  <b>Equipment Required:</b>  Pressure sensitive Wacom-style digital drawing tablet and stylus. (Must be compatible with lab computers)
IN 451	Internship	No Texts Required.
MD 301	Model Design	No Text Required.  <b>Equipment Required:</b>  Pressure sensitive Wacom-style digital drawing tablet and stylus. (Must be compatible with lab computers)
MR 351	Model Rigging & Animation	No Text Required.
PT 201	Painting Techniques	<b>Compendium of Acrylic Painting Techniques</b> By Gill Barron ISBN: 978-1-78221-045-0 Retail: \$16.02 new  <b>Equipment Required:</b>  Our friend Ron Stocke, M. Graham Product Manager, will be providing each student with 1 tube of Titanium White and 1 tube of Ivory Black to get you started. I will give these to you on the very first day of you class. Later in the semester he will visit for a color presentation that I know you all will enjoy.  Additional items needed for first day:  <ul style="list-style-type: none"> <li>• Sketchbook - Bee Paper Super Deluxe 9x12 or 9x9 is great for water media and value &amp; color studies as well as dry media. Please make sure you have a sketchbook that can receive water media well.</li> <li>• Palette Knife</li> <li>• A Few Canvas boards: size 8x10 or 9x12</li> <li>• Pad Disposable Palette Paper (9x12) or flat palette (plexiglass works well)</li> <li>• Large yogurt cup for water</li> <li>• Brushes- small to medium sizes ROUND, FLAT, FILBERT, at some point during the class you will likely want smaller detail brushes (I will show lots of examples first class)</li> <li>• Paper Towels - please have your own supply.</li> </ul> Items needed for third class and beyond: <ul style="list-style-type: none"> <li>• 1 2oz tube M. Graham YELLOW OCHRE acrylic</li> <li>• 1 2oz tube M. Graham CADMIUM RED acrylic</li> </ul> These colors will supplement the white and black provided for you, and we will use the 4 colors to study color mixing using the Zorn Palette.  Additional colors will be necessary for this class closer to midterm, and I will show you those options as we go with plenty of time for you to add them to your supplies.
PR 451	Portfolio 2	<b>Just F#@king Ship</b> <ul style="list-style-type: none"> <li>• Authors: Amy Hoy &amp; Alex Hillman</li> </ul>

		<ul style="list-style-type: none"> <li>• <a href="https://unicornfree.com/just-fucking-ship">https://unicornfree.com/just-fucking-ship</a></li> <li>• \$19.00 New</li> </ul>
PM 351	Principles of Marketing	No Texts Required.
KP 201	Public Speaking	No Texts Required.
QP 351	Quantitative Principles	<p><b>Quantitative Literacy: Thinking Between the Lines (2nd Edition)</b></p> <ul style="list-style-type: none"> <li>• Author(s): Bruce Crauder, Benny Evans, Jerry Johnson, Alan Noell</li> <li>• ISBN-13: 978-1464125126</li> <li>• ISBN-10: 1464125120</li> <li>• Retail: Used from \$29.00 on Amazon</li> </ul> <p>Recommended:</p> <p><b>Math Study Skills (2nd Edition)</b></p> <ul style="list-style-type: none"> <li>• Author: Alan Bass</li> <li>• ISBN-13: 978-0321893079</li> <li>• ISBN-10: 0321893077</li> <li>• Retail: \$11.23 new/used from \$7.74 on Amazon</li> </ul> <p><b>How Not to Be Wrong: The Power of Mathematical Thinking</b></p> <ul style="list-style-type: none"> <li>• Author: Jordan Ellenberg</li> <li>• ISBN-13: 978-0143127536</li> <li>• Retail: \$11.55 new/used from \$3.83 on Amazon</li> </ul>
ST 451	Senior Thesis 2	No Texts Required.
DS 201	Survey of Digital Art Applications 2	No Text Required.
PH 201	Survey of Digital Photography	<p><b>Digital Photography Complete Course</b> by David Taylor</p> <ul style="list-style-type: none"> <li>• Publisher: DK (August 18, 2015)</li> <li>• ISBN-10: 1465436073</li> <li>• Retail: \$20.40 on Amazon</li> </ul> <p><b>Equipment required:</b></p> <p><b>A 35mm-style DSLR camera is required for this class.</b> You must be able to remove the lens and attach other lenses and be able to focus manually. Cameras must have both aperture priority and shutter speed priority modes. Without these features, you won't be able to control depth of field, create action effects or get the full use of your camera. Bring camera (and instruction book, if you have it) to the first class. It is encouraged that you read your instruction book for your camera, cover to cover, 10 times.</p> <p>There are lots of digital cameras on the market and they vary greatly in price and capabilities. Since this is a beginning class, you don't need to buy a "pro" camera but you will get more out of a camera that has the capabilities of a "pro" style camera. There are lots of mid-level cameras (\$100-400) that are loaded with features that might work depending on their controls. Canon, Nikon, Sony, Kodak, Minolta, and Pentax all make cameras in this range. The "ideal" camera for this class would be something like a Canon Rebel T2i/T3/T3i (or used T1, 10D, 20D, 30D, 40D) or the Nikon D90, D5100, D3100, D3000 and used variations of these models. Canon and Nikon are the top two DSLR manufacturers. Stay away from "point and shoot" cameras. They just don't have the needed features.</p> <p>Don't be afraid of used equipment; lots of people take care of their expensive</p>

		cameras but find that they don't use them and want to then sell them or make the move up to the latest model. Just look at the condition of the equipment, if it looks like it has been cared for it probably has. Also with new models coming out every year they, these cameras often don't have enough time to get over used and abused.
TP 351	Typography 1	<p><b>Making and Breaking the Grid, Second Edition, Updated and Expanded: A Graphic Design Layout Workshop</b></p> <ul style="list-style-type: none"> <li>• Timothy Samara</li> <li>• July 2017 ISBN-13: 978-1631592843</li> </ul> <p><b>Color Index</b></p> <ul style="list-style-type: none"> <li>• Jim Krause</li> <li>• Mar 2002</li> <li>• ISBN 1581802366</li> </ul> <p><b>Suggested:</b></p> <p><b>The Complete Manual of Typography: A Guide to Setting Perfect Type</b></p> <ul style="list-style-type: none"> <li>• James Felici</li> <li>• July 2011</li> <li>• ISBN-10: 0321773268</li> </ul> <p><b>The Elements of Typographic Style</b></p> <ul style="list-style-type: none"> <li>• Robert Bringhurst</li> <li>• Jan 2013</li> <li>• ISBN-10: 0881792128</li> </ul> <p><b>Typographic Web Design: How to Think Like a Typographer in HTML and CSS</b></p> <ul style="list-style-type: none"> <li>• Laura Franz</li> <li>• ISBN-10: 1119976871</li> <li>• November 1, 2011</li> </ul> <p><b>The Typographic Desk Reference</b></p> <ul style="list-style-type: none"> <li>• Theodore Rosendorf</li> <li>• February 2009</li> <li>• ISBN-10: 9781584562313</li> </ul> <p><b>Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition</b></p> <ul style="list-style-type: none"> <li>• Steve Krug</li> <li>• Aug 28, 2005</li> <li>• ISBN-10: 0321344758</li> </ul> <p><b>Equipment Required:</b></p> <p>E-Scale: C-Thru 12-Inch Graphic Arts Combo (GA-96) by Acme United Link: <a href="http://amzn.to/2bC4RqU">http://amzn.to/2bC4RqU</a></p> <p>Headphones 15 x 20 black solid-core matte board. Graph paper or sketchbook for taking notes. Be prepared to purchase multiple, large full-color prints throughout the semester.</p>
IC 351	Web Design	No Text Required.