UNIT 2: HOW DESIGN WORKS
Further Reading

Looking for more help with the Basics of Design? Here are a couple places you can check out:

» American Institute of Graphic Arts, the oldest and largest professional membership organization for design
http://www.aiga.org

» An interesting read on how good design promotes understanding
https://www.vitsoe.com/rw/about/good-design

» William Lidwell's Universal Principles of Design3 is a wide-ranging survey of the root components shared across disciplines
http://www.amazon.com/Universal-Principles-Design-William-Lidwell/dp/1592530079

» Agencies worth following: R/GA, Razorfish, AKQA, Huge, Blue State Digital, and Possible:
http://www.rga.com
http://www.razorfish.com
http://www.akqa.com
http://www.hugeinc.com
http://www.bluestatedigital.com
http://www.possible.com

» SmashingMagazine.com, a content provider specific to web designers and developers, frequently posts "how-to" articles in addition to articles covering code and design techniques, inspirational sites, and the business of web development:
http://www.smashingmagazine.com

» Communication Arts is standard reading for professionals working in various design disciplines:
http://www.commarts.com

» A good site to examine flexibility and continuity. Although the number of columns defining the site's grid appears to change between pages, what the viewer is experiencing is the merging of smaller column units into larger fields, a design common to print media:
http://www.ffmark.com/

Also, as usual, please feel free to reach out to your mentor.