

FALL 2012

A GENERAL DESIGN READING LIST

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Notes on the Synthesis of Form
Christopher Alexander

*Graphic Design Theory:
Readings from the Field*
Helen Armstrong

*Design Studies: Theory & Research in
Graphic Design*
Audrey Bennett

79 Short Essays on Design
Michael Bierut

How Buildings Learn
Stewart Brand

Philosophy for Architects
Mitrovic Branko

Elements of Typographic Style
Robert Bringhurst

Six Memos for the New Millennium
Italo Calvino

Invisible Cities
Italo Calvino

The Shape of Design
Frank Chimero

De Bono's Thinking Course
Edward De Bono

The Architecture of Happiness
Alain De Botton

Daniel Eatock Imprint
Daniel Eatock

The Business Side of Creativity
Cameron Foote

*The Creative Business Guide to
Running a Graphic Design Business*
Cameron Foote

*Operating Manual For Spaceship
Earth*
Buckminster Fuller

Designing Design
Kenya Hara

*Inside Paragraphs: Typographic
Fundamentals*
Cyrus Highsmith

the Universal Traveler
Don Koberg & Jim Bagnall

Don't Make Me Think
Steve Krug

Visual Grammar
Christian Leborg

Paragraphs on Conceptual Art
Sol LeWitt

Thinking with Type
Ellen Lupton

Graphic Design The New Basics
Ellen Lupton & Jennifer Cole
Phillips

Design Writing Research
Ellen Lupton & Abbott Miller

How Things Work
David Macaulay

Laws of Simplicity
John Maeda

Understanding Comics
Scott McCloud

Cradle to Cradle
William McDonough & Michael
Braungart

The Medium is the Massage
Marshall McLuhan & Quentin
Fiore

A History of Graphic Design
Philip B. Meggs

Design is a job
Mike Monteiro

Grid Systems
Josef Müller-Brockmann

How to See
George Nelson

The Design of Everyday things
Donald Norman

*Zen & the Art of Motorcycle
Maintenance*
Robert M. Pirsig

The Foundation
Ayn Rand

The History of Western Philosophy
Bertrand Russell

*How To Be A Designer Without
Losing Your Soul*
Adrian Shaughnessy

The Elements of Style
William Strunk & E.B. White

*The Visual Display of Quantitative
Information*
Edward Tufte

Envisioning Information
Edward Tufte

Visual Explanations
Edward Tufte

Learning from Las Vegas
Robert Venturi, Steven Izenour,
& Denise Scott Brown

Graphic Design Now In Production
The Walker Art Center

From Bauhaus to our House
Tom Wolfe

Designing with Web Standards
Jeffrey Zeldman

*Any Whole Earth Catalog
you can find ...*