

Instructional Resources

Graphic Communications

Graphic Arts - Option A

Please note: This list of instructional resources is provided as a tool and not an endorsement by the Arizona Department of Education. Contact information is subject to verification.

BOOKS (organized by topic)

DESIGN BASICS

AIGA Professional Practices in Graphic Design by Tad Crawford (Editor), AIGA

Chicago Manual of Style,

University of Chicago Press Based on the *The Chicago Manual of Style*, 15th ed., 2003.

Collier's Rules for Desktop Publishing

David Collier

ISBN# 0-201-54416-4

Addison-Wesley Publishing Co.

Designing Letter Mail (publication from the USPS on mailing requirements)

<http://pe.usps.gov/cpim/ftp/pubs/Pub25/Pub25.pdf>

Design Paradigms: A Sourcebook for Creative Visualization (2000)

Warren K. Wake

John Wiley & Sons, Inc. <http://www.wiley.com/cda/home>

ISBN: 0-471-29976-6

Drawing Shortcuts: Developing Quick Drawing Skills Using Today's Technology (2002)

Jim Leggitt

John Wiley & Sons, Inc. <http://www.wiley.com/cda/home>

ISBN: 0-471-07549-3

Graphic Artists Guild Handbook: Pricing & Ethical Guidelines

The ultimate reference book for design and illustration professionals

Graphic Artists Guild

90 John Street, Suite 403

New York, NY 10038

(212) 791-3400 ext 100

Fax (212) 791-0333

Graphic Communications Today, 4th Ed. (2004)

William E. Ryan & Theodore E. Conover

Delmar Publishers/OnWordPress <http://www.onwordpress.com/products/index.asp>

ISBN/ISSN: 0-7668-2075-0

Easy-to-use resource guaranteed to spur the creativity of aspiring designers, professional graphic artists, journalists and others.

Graphic Design Basics, 4th Ed. (2003)

Amy E. Arntson

Wadsworth Publishing <http://www.wadsworth.com/>

ISBN/ISSN: 0-534-27399-8

Text combines history, current technology, and design principles. Includes guide to generating files for electronic pre-press.

Graphic Designer's Ultimate Resource Directory (annual)

Poppy Evans

#31365

North Light Book Store <http://www.artistsnetwork.com/nlbooks/>

Your single source for finding supplies, materials, information, etc.

Graphic Idea Resource Series (dates vary)

The Graphic Idea Resource series presents good design in an affordable format. Each book in the series presents inspiring, contemporary projects—and explores a single aspect of graphic design.

Rockport Publishers <http://www.rockpub.com/>

Graphic Idea Resource: Black & White and Two-Color Design, Lesa Sawahata

Graphic Idea Resource: Color, Joyce Rutter Kaye

Graphic Idea Resource: Creativity, Lesa Sawahata

Graphic Idea Resource: Identity, Dianna Edwards, Ted Fabella

Graphic Idea Resource: Layout, Joyce Rutter Kaye

Graphic Idea Resource: Limited Budget, L. Sawahata

Graphic Idea Resource: Paper, Lesa Sawahata

Graphic Idea Resource: Photography, Cheryl Dangel Cullen

Graphic Idea Resource: Pre Press, Constance Sidles

Graphic Idea Resource: Printing, Constance Sidles

Graphic Idea Resource: Promotion, Renée Phillips

Graphic Idea Resource: Type, Joyce Rutter Kaye

Graphics Master 6: A Workbook of Planning AIDS, Reference Guides, & Graphic Tools for the Design Planning, Estimating, Preparation & Production of Typography,

Dean Phillip Lem

ISBN:0914218107

D.L. Associates D.L. Associates

Meggs' History of Graphic Design, 4th Edition

Philip Meggs, Alston W. Purvis

ISBN: 0-471-69902-0

2005

Pen and Mouse: Commercial Art and Digital Illustration (2001)

Angus Hyland & Roanne Bell (Editors)

Watson-Guptill Publications, Incorporated <http://www.watsonguptill.com/>

ISBN: 0-8230-3988-9

The Designer's Lexicon: The Illustrated Dictionary of Design, Printing, and Computer Terms (2000)

Alastair Campbell

Chronicle Books <http://www.chroniclebooks.com/>

The Elements of Typographic Style

Robert Bringhurst

ISBN: 0881792063

Publisher: Hartley & Marks Publishers, Sept 2004

ISBN: 0-811-82625-2

Cross-disciplinary technical dictionary.

Trigger (1999)

Robert Klanten (Editor)

Consortium Book Sales & Distribution <http://www.cbsd.com/>

ISBN: 3-931-12621-8

A variety of design solutions in the field of layout, logo, CI, flyers and print-fonts.

APPLICATIONS

Document Design Primer (2003)

Code: 1737

Author: Pamela Mortimer

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62397-8

Covers creating common, simple documents such as newsletters, booklets, brochures, and other staples of the business environment.

Introduction to Digital Publishing, 2nd Ed. w/CD-ROM (2002)

David Bergsland

Delmar Publishers/OnWordPress <http://www.onwordpress.com/products/index.asp>

ISBN/ISSN: 0-7668-6326-3

Practical orientation to the day-to-day aspects of working in printing, Web design, marketing, advertising, and graphic design.

Layout Index: Brochure Poster / Flyer Web Design Advertising Newsletter Page Layout Stationery (2001)

Jim Krause

F & W Publications, Incorporated <http://www.fwpublications.com/>

ISBN: 1-5818-0146-7

Los Logos (2002)

Mika Mischler, Nicholas Bourquin, and Robert Klanten
Consortium Book Sales & Distribution <http://www.cbsd.com/>
Broad overview of contemporary logo design by top designers.

The Best of Business Card Design, 4th Ed. (2002)

Jeannet Leendertse
Rockport Publishers <http://www.rockpub.com/>
ISBN: 1-5649-6845-6

The Packaging Designer's Book of Patterns, 2nd Ed. (2000)

Lászlo Roth & George L. Wybenga
John Wiley & Sons, Inc. <http://www.wiley.com/cda/home>
ISBN: 0-471-38504-2

This End up: Original Approaches to Packaging Design (2002)

Mono Design
RotoVision SA <http://www.rotovision.com/>
ISBN: 2-8804-6648-2

COLOR

Color Graphics: The Power of Color in Graphic Design (2002)

Karen Triedman & Cheryl Dangel Cullen
Rockport Publishers <http://www.rockpub.com/>
ISBN: 1-5649-6865-0

Color Index: Over 1,000 Color Combinations, CMYK and RGB Formulas, for Print and Web Media (2002)

Jim Krause
F & W Publications, Incorporated www.fwpublications.com/
ISBN: 1-5818-0236-6

GATF Practical Guide to Color Management, Second Edition (2002)

Code: 15482
Author: Dr. Richard M. Adams, Joshua B. Weisberg
GATF/PIA <http://www.gain.net/store/>
ISBN: 0-883-62248-3
Offers a range of topics essential to color management.

Color Essentials: Color and Quality for the Graphic Arts and Sciences (2001)

Code: 1735
Author: Gary G. Field
GATF/PIA <http://www.gain.net/store/>
ISBN: 0-883-62386-2
Informal yet scientific essays on variety of color topics.

Understanding Color: An Introduction for Designers, 2nd Ed. (2001)

Linda Holtzschue

John Wiley & Sons, Inc. <http://www.wiley.com/cda/home>

ISBN: 0-471-38227-2

IMAGING

Creative Digital Printmaking: A Photographer's Guide to Professional Desktop Printing (2001)

Theresa Airey & Michael J. McNamara

Watson-Guptill Publications, Incorporated <http://www.watsonguptill.com/>

ISBN: 0-817-43726-6

Digital Photography for Graphic Designers: From Photo Shoots to Image Output (2001)

Lee Varis

Rockport Publishers <http://www.rockpub.com/>

ISBN: 1-564-96798-0

How to Do Everything with Your Digital Camera, 2nd Ed. (2002)

Dave Johnson

McGraw-Hill Osborne <http://www.osborne.com/>

ISBN: 0-0722-2555-6

Photo & Digital Imaging (2002)

Jack Klasey

Goodheart-Wilcox http://www.g-w.com/products/browse_technical.asp

Designed for use as a first course in the basics of photography, including digital imaging.

1-56637-879-6 Textbook

1-56637-880-X Instructor's Guide

Scanning Primer (2001)

Code: 1724

Author: Richard M. Adams

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62353-6

Despite all the technology built into the scanner, the operator still needs to know how to apply the basics of color reproduction to ensure a quality result.

Understanding Digital Photography (2002)

Joseph A. Ippolito

Delmar Publishers/Thomson Learning <http://e-catalog.thomsonlearning.com/>

ISBN: 0-7668-2079-3

IMAGE ASSEMBLY

Basics of Design: Layout and Typography for Beginners (2002)

Lisa Graham

Delmar Publishers/OnWordPress <http://www.onwordpress.com/products/index.asp>

ISBN/ISSN: 0-7668-1362-2

For readers with no graphic design or art education background.

Desktop Publishing Style Guide (1999)

Sandra Lentz Devall

Delmar Publishers/OnWordPress <http://www.onwordpress.com/products/index.asp>

ISBN/ISSN: 0-8273-7900-5

The techniques can be applied by the student using any desktop publishing program.

Desktop Publishing: 10-Hour Series, Text/Disk (2000)

Susan Lake

Delmar Publishers/OnWordPress <http://www.onwordpress.com/products/index.asp>

ISBN/ISSN: 0-538-68755-X

The 10-Hour Series covers a variety of technology-based business skills; activity-based.

GATF Guide to Desktop Publishing, 3rd Ed. (2000)

Code: 14203

Author: Hal Hinderliter

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62241-6

Designed to complement *The GATF Imaging Skills Training Curriculum*.

Graphic Designer's Digital Printing and Prepress Handbook (2002)

Constance Sidles

Rockport Publishers <http://www.rockpub.com/>

A step-by-step guide to every aspect of digital printing.

ISBN: 1-564-96774-3

Quick Solutions to Great Layouts (2001)

Graham Davis

F & W Publications, Incorporated www.fwpublications.com/

ISBN: 1-5818-0260-9

Page Layout (2002)

Roger Walton

HBI (Hearst Books International) (available through amazon.com or BarnesandNoble.com)

ISBN: 0-0605-0609-1

Pictures and Words (2002)

Ronald Lovell

Delmar Publishers/Thompson Learning <http://e-catalog.thomsonlearning.com/>

ISBN: 0-7668-3370-4

Proofreading At The Computer: 10 Hour Series (2000)

Mary Vines Cole & Barbara Norstrom

Delmar Publishers/OnWordPress <http://www.onwordpress.com/products/index.asp>

ISBN/ISSN: 0-538-68924-2

The 10-Hour Series covers a variety of technology-based business skills; activity-based.

The PDF Print Production Guide (2003)

Code: 1740

Author: Joseph Marin and Julie Shaffer

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62431-1

Focuses entirely on PDF as it relates to print production.

Type in Use: Effective Typography for Electronic Publishing, 2nd Ed. (1999)

Alex W. White

W.W. Norton & Company <http://www.wwnorton.com/>

ISBN: 0-393-73034-4

Describes and illustrates the principles of designing pages with type in magazines, newsletters, and in-house documents.

Typography Primer (2000)

Code: 1705

Author: Anthony Faiola

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62262-9

Vocabulary, classifications, and aesthetic principles associated with typography.

Typography XX: The Annual of the Type Directors Club (annual)

<http://www.tdc.org/>

Devoted exclusively to typography, this competition is published annually.

Watson-Guptill Publishing

PRINTING

Basics of Print Production (2002)

Code: 1714

Author: Mary Hardesty

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62333-1

Overview of the steps required to make a creative concept into a printed piece; time/cost factors.

Chemistry for the Graphic Arts, 3rd Ed. (2001)

Code: 14013

Author: Nelson R. Eldred

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62249-1

Reference covering the role of chemistry as it relates to the major printing processes, photography, platemaking, paper, and ink.

Graphic Communications (2003)

By: Z.A. Prust

Goodheart-Wilcox http://www.g-w.com/products/browse_technical.asp

Comprehensive reference by ASU Professor Emeritus and active member of graphics community in Arizona for college level students. Covers all major aspects of graphic communications.

1-56637-984-9 Textbook

1-56637-985-7 Workbook

1-56637-986-5 Instructor's Manual

Nine Steps to Effective and Efficient Press Oks (2002)

Code: 1713

Author: Diane Biegert

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62314-5

The process of preparing for and performing the press OK.

Printing Technology, 5th Ed. (2002)

Delmar Publishers/Thompson Learning <http://www.thomson.com/learning/learning.jsp>

ISBN/ISSN: 0-7668-2232-X

Traditional analog printing methods are reviewed in the first six chapters. Continues with digital chapters, printing techniques, and finishing options.

Offset Lithographic Technology (2000)

Kenneth F. Hird

Goodheart-Wilcox http://www.g-w.com/products/browse_technical.asp

Reference covering electronic text generation, computer-to-film and computer-to-plate operations, computer-controlled inking and printing, digital image generation, and electronic prepress (desktop publishing). Includes a math/measurement chapter.

1-56637-621-1 Textbook

1-56637-622-X Workbook

1-56637-623-8 Instructor's Manual

Very Last Designer's Guide to Digital, On-Demand, and Variable-Data Color Printing (2000)

Code: 1452

Author: David Clark and Frank Romano

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62301-3

How to design for the digital press to get the optimum print product.

FINISHING/BINDING

Binding, Finishing, & Mailing: The Final Word (2002)

Code: 1558

Author: T.J. Tedesco

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-883-62232-7

Designed to help printing professionals make useful recommendations to their customers.

FOLD: The Professional's Guide to Folding (2000)

Code: 1928

Author: Trish Witkowski

GATF/PIA <http://www.gain.net/store/>

ISBN: 0-9723418-0-3

An extensive and systematic guide for the representation of folding techniques.

CAREER/PROFESSIONAL PRACTICES

Becoming a Graphic Designer: A Guide to Careers in Design, 2nd Edition (2002)

Steven Heller & Teresa Fernandez

John Wiley & Sons, Inc. <http://www.wiley.com/cda/home>

ISBN: 0-471-17677-X

Careers by Design: A Business Guide for Graphic Designers, 3rd Ed. (2001)

Roz Goldfarb

Allworth Press <http://www.allworth.com>

ISBN: 1-5811-5205-1

Customer Service in the Printing Industry (2001)

Code: 1594

Author: Richard E. Colbary

GATF/PIA <http://www.gain.net/store/>

ISBN: 0883622475

Examines training, communication, and team building.

100 Habits of Successful Graphic Designers: Insider Secrets from Top Designers on Working Smart and Staying Creative (2003)

Joshua Berger

Rockport Publishers <http://www.rockpub.com/>

ISBN: 1-564-96977-0

Step-by-step from landing a client to managing workflow and in-house dynamics.

Starting Your Career as a Freelance Illustrator or Graphic Designer (2001)

Michael Fleishman

Allworth Press <http://www.allworth.com>

ISBN: 1-8115-1993-X

The Business Side of Creativity: The Complete Guide for Running a Graphic Design or Communications Business (2002)

Cameron S. Foote & Mark Bellerose

Norton, W. W. & Company, Inc. <http://www.wwnorton.com/>

ISBN: 0-3937-3093-X

FIELD TRIP OPPORTUNITIES

Alphagraphics

<http://www.phoenix011.alphagraphics.com/index.php>

Mr. Larry Furlong, Manager

Alphagraphics

2120 E. Camelback Road

Phoenix, AZ

602 263 0122

lfurlong@alphagraphics.com

Larry Furlong, manager of the Camelback Alphagraphics in Phoenix, also welcomes student tours. Alphagraphics provides a wide range of graphic and print services with expertise in creating quality finished products. Services include offset printing, digital printing, high-speed duplicating and large format printing. Sites are excellent places to view some of the most advanced equipment and technology available. Alphagraphics is certified to ISO 9000 standard. For help in arranging a tour at another Alphagraphics in the area, call Larry.

Arizona Lithographers

<http://www.azlitho.com/index.html>

351 N. Commerce Park Loop

Tucson, AZ 85745

520-622-7667/1-800-959-5885

520-629-0032fax

Contact: John Davis, President

jdavis@azlitho.com

Arizona Lithographers, known as AZ Litho, is Arizona's state-of-the-art leader in sheet-fed printing, and the largest and most respected commercial printer in Tucson today. It has 65+ employees and two operating facilities, and is available for school tours.

West Press, Inc.

<http://www.westpress.com/>

1663 West Grant Road

Tucson, AZ 85745

(520) 624-4939

(520) 624-2715 fax

Contact: Joel Levine, President

joel@westpress.com

Full service company offering conventional and digital printing, graphics, copy and binding of business materials, marketing and advertising, as well as books and manuals. Noted for its commitment to protecting the environment and supporting the community, West Press encourages its customers to use recycled papers. In production, they use soy-based inks, recycle used printing plates, film, scrap paper, and dispose of used chemicals properly. Excellent resource for southern Arizona students and teachers.

Graphic Design Workshop

University of Arizona Foundation (Art School Outreach)

Student opportunity: Offers graphic design/illustration students with “real” projects simulating a studio environment. Graphic design and illustration classes create quality design solutions for various non-profit organizations, programs, and new small businesses within the university and local community. The goal of this project is two-fold. The first gives the students the opportunity to solve “real world” problems in a classroom situation. The second offers the “client” quality design and illustration solutions at no or low cost. The businesses selected must work into the class curriculum and be either new businesses that cannot afford a professional designer or illustrator, university associated programs or not-for-profit organizations that help the community. The “client” is asked to donate to The University of Arizona Foundation Graphic Design Workshop fund. These funds are used to purchase computer equipment and to pay for lecture fees which can benefit all of the students.

Contact: Professor Jackson Boelts
(520) 621-1893 or (520) 792-1026
Fax: (520) 621-2955 or (520) 792-9720
jboelts@email.arizona.edu

Image Craft

<http://www.imcraft.com/>

Kim Shuck of Image Craft in Phoenix notes that they welcome student tours of their facilities and have a Photoshop class for teachers who might want to update their skills with the latest software. Just call for information about tours. Don't miss their website too. Great “resource” links for education.

Ms. Kim Shuck, Customer Service Supervisor, Phoenix

Image Craft

3401 East Broadway Rd.

Phoenix, AZ 85040

602 276 2082

800 274 2422

kshuck@imcraft.com

GRAPHIC DESIGN WEB RESOURCES

TEACHING/LEARNING RESOURCES

ADAM

<http://adam.ac.uk/>

ADAM, the Art, Design, Architecture & Media Information Gateway, is a searchable catalogue of Internet resources that have been carefully selected and catalogued by professional librarians.

Copyright and Copyright Law

<http://www.groton.k12.ct.us/mts/pt2a.htm>

Site offers multiple links on all aspects of copyright and fair use. Maintained by Groton Public Schools, Connecticut.

desktopPublishing.com

<http://desktoppublishing.com/open.html>

Information, templates, clipart, links, forums, etc. Loads of resources for download.

Graphic Comm Central

<http://www.teched.vt.edu/gcc/default.htm>

Portal for graphic communication education and training supported by The Graphic Arts Education and Research Foundation (GAERF). Excellent resource for educators.

Graphic Design Basics

<http://www.graphicdesignbasics.com/index.html>

General site with great information on design principles and elements. Irreverent. Lots of links to other design sites.

Make Your Mark

<http://www.teched.vt.edu/gcc/HTML/MYM.html>

The MAKE YOUR MARK in Graphic Communications campaign was created for the Graphic Arts Education and Research Foundation (GAERF) to distribute industry career information to high school teachers and guidance counselors nationwide and raise student awareness of career opportunities in graphic communications.

Kits for teachers include a classroom poster, student survey and careers brochure and teacher's guide providing background on the industry and the people in it. Reproducible lesson plans and hands-on activities are designed for classes in art and graphic design, technology education, journalism and student publishing. The kits also provide activities to explore graphic communications from the perspective of history, social studies and language arts. For more information and a MAKE YOUR MARK kit, contact the Foundation at 1899 Preston White Drive, Reston, VA 20191-4367, telephone 703/264-7200 or 866-381-9839 e-mail gaerf@npes.org.

PrintED/GAERF

www.npes.org/gaerf/PrintED.htm

The graphic communications industry's national accreditation program for secondary and post-secondary graphic communications programs managed by the Graphic Arts Education and Research Foundation (GAERF). Source of competencies for accreditation and certification of students.

Career Preparation

Instructional Resources

Graphic Communications - Graphic Arts (Option A) 2006

Learn to Scan

http://www.hp.com/peripherals2/scanjet_info/

Hewlett Packard web site offers scanning tutorial Go to Learn to Scan.

TYPOGRAPHY

ABC Typography

<http://abc.planet-typography.com/>

A virtual museum of fonts. Also shows how the faces have changed over the years.

Counter Space

<http://counterspace.motivo.com/>

A timeline of type, as well as a glossary, anatomy, etc. Excellent primer.

Identifont

<http://www.identifont.com/>

Font identifier that enables one to identify a font from a sample by answering a series of simple questions. Great for identifying a typeface seen in a publication.

The Evolution of Type

http://www.mediumbold.com/04_thinking/type/

Information on how type has developed over the years, including the history of the alphabet.

True Type Fonts

<http://www.truefont.demon.co.uk/>

This site offers everything you need to know about this digital type.

COLOR APPLICATION

Adobe Color Management Technical Guides

<http://www.adobe.com/support/techguides/color/main.html>

Glossary of color management terms

Definitions and illustrations of terms related to color management.

Color Management Systems

How color management systems work. An examination of their components and a glossary of color management terms.

Basic Color Theory for the Desktop

An overview of color theory: the nature of color and the factors that determine how we perceive it.

Color Models

An overview of common color models used in color management and color production.

Color Management software

<http://www.color.com/default.asp>

Software as well as information on color management.

Color Matters

<http://www.colormatters.com/entercolormatters.html>

A tremendous amount of reference material on color.

Color Science

http://www.research.ibm.com/image_apps/colorsci.html

Article posted by IBM research discusses digital color issues.

Color Theory and Pre-press

<http://cs.wpi.edu/%7Ematt/courses/cs563/talks/color.html>

Short, but informative article on color in print.

Inter-Society Color Council

The ISCC is the principal professional society in the field of color in the United States, encompassing the arts, sciences and industry.

<http://www.iscc.org/>

Munsell Color Science Laboratory

<http://www.cis.rit.edu/mcsl/online/research.shtml>

Excellent online resources for demonstrations.

Pantone

<http://www.pantone.com/allaboutcolor/allaboutcolor.asp>

Excellent reference site.

RGB World

<http://www.rgbworld.com/color.html>

Color theory and links to colors for web design

SOFTWARE TRAINING SERIES

Printshop 101

<http://www.printshop101.com/starter.htm>

Basic training program on CD ROM designed primarily for industry training. Students can benefit from modules on understanding the printing business, the print process and finishing.

Classroom in a Book Series

Adobe Press

<http://www.adobe.com/misc/books.html>

Book + CD, Acrobat eBooks

The official training series from Adobe Systems. Self-paced modular lessons with clearly stated objectives and review section of questions and answers. Each book includes a CD-ROM with customized files to guide students through the lessons and special projects. Complete, self-paced lessons use real-world projects to teach intermediate and advanced techniques.

Against the Clock Series

Prentice Hall

http://www.phschool.com/career_technical/index.html

The Against the Clock Series covers major software applications (e.g. Macromedia, Adobe, etc.), Operating systems, as well as general web design tools. Modules are engineered to meet the needs of commercial, educational, and individual desktop publishing users. Uses Project-Based Instruction, allowing students to learn the basics of the software programs while they complete real-world projects. Step-by-step projects and self-guided assignments are supplied with each course. Instructor CD-ROM contains completed project files, additional projects for testing and extra credit, PowerPoint slides for lectures, and test questions. MAC and Windows.

JOURNALS AND MAGAZINES

American Printer

<http://www.americanprinter.com/>

Features industry news, new products and informative articles on management, prepress, press and post press issues.

Binding, Finishing and Distribution

<http://www.bfdonline.com/>

A niche market business publication on maintaining and upgrading equipment and technology within print production businesses.

Communication Arts

<http://www.commerce.commarts.com/shop/subscript.asp>

Part of the Commarts Network, The Communication Arts site is the online counterpart of Communication Arts magazine and is owned by Coyne & Blanchard, Inc., the parent company of Communication Arts magazine. Directed toward designers, art directors and students, the site includes content from each issue, purchase information and entry forms for the competitions

Creative Business Newsletter

www.creativebusiness.com

Welcome to the business resource for creative firm principals and freelancers. We're dedicated to helping you be more successful.

GATFWorld

<http://www.gain.net/publications/GATFWorld.html>

GATFWorld, the bimonthly magazine of the Graphic Arts Technical Foundation, offers readable articles that help companies and individuals stay current with the printing and graphics communications industries technologies, trends, and practices.

GATF and PIA members receive *GATFWorld* as a member benefit.

Graphic Arts Monthly

<http://www.gammag.com/>

GAM, published 12 times a year, targets buyers and specifiers of printing equipment and supplies at commercial printing operations.

Graphic Communications World

<http://www.woinpublishing.com/gcw/index.shtml>

Graphis

<http://www.graphis.com/>

Each issue of Graphis Magazine contains articles on the most accomplished individuals in Design, Advertising, Photography, and Illustration. Graphis is published six times per year and has a global readership.

HOW Magazine

<http://www.howdesign.com/>

The Graphic Design community's trusted resource for creative expression.

Print

<http://www.printmag.com/>

America's Graphic Design magazine.

Print Solutions (formerly FORM Magazine)

<http://www.formmag.com/pshome.html>

New product information, application ideas and marketing tips. A monthly magazine averaging about 140 pages per issue. The largest issue, the annual Buyers' Guide, is almost 500 pages.

Step Inside Design

<http://www.dgusa.com/PUBS/STEP>

STEP inside design explores the impact of design on all facets of our lives; how we work, learn, move, communicate, and play. STEP takes readers behind the scenes to meet the creative problem-solvers that make it possible for us to move through the world in brilliant and dynamic ways.

Wired

<http://www.wired.com/news/>

Latest and most off-the-wall news in graphic design industry. Excellent graphics.

Print

<http://www.printmag.com/>

America's Graphic Design magazine.

Step Inside Design

<http://www.dgusa.com/PUBS/STEP>

STEP inside design explores the impact of design on all facets of our lives; how we work, learn, move, communicate, and play. STEP takes readers behind the scenes to meet the creative problem-solvers that make it possible for us to move through the world in brilliant and dynamic ways.

WEB/BLOGS:

Underconsideration

<http://www.underconsideration.com/speakup/>

Established in 2001, UnderConsideration is dedicated to the progress of the graphic design profession and its practitioners; at times intangible, its purpose is to question, push, analyze and agitate graphic design and its practitioners. Through online initiatives like Speak Up and the design encyclopedia, publications, workshops, seminars, discussions over coffee and biscotti or simple arguments while waiting for the bus, UnderConsideration will try to strengthen the notion of graphic design as a political, social, economical and culturally relevant profession among graphic designers. Here, *Everything is always under consideration*. Everything as we know it is up for discussion, reinterpretation and examination.

Design Observer

<http://www.designobserver.com/>

Contributions to furthering the field of the design field.

Design Matters with Debbie Millman

<http://sterlingbrands.com/DesignMatters.html>,

Stimulating points of view about graphic design, branding and cultural anthropology.

Creativepro

<http://www.creativepro.com/front/home>

The goal at Creativepro.com is to provide creative professionals with the information and tools they need to get real work done every day. Creativepro.com allows you to discover new products, companies, and services; then research them, buy them, update them, and find out how to get the most out of them — all in one place.

ASSOCIATIONS: STUDENT

SkillsUSA-VICA

<http://www.skillsusa.org/>

Technology Student Association (TSA)

<http://www.tsawww.org/>

ASSOCIATIONS: PROFESSIONAL

ACM SIGGRAPH

Educational Committee

<http://www.siggraph.org/education/>

Special Interest Group on Computer Graphics offers a variety of excellent resources for teaching.

American Institute of Graphic Arts (AIGA)

<http://www.aiga.org/>

The purpose of AIGA is to further excellence in communication design as a broadly defined discipline. Site offers teaching resources, student resources and competitions calendar.

American Printing History Association

<http://www.printinghistory.org/index.html>

Some articles available for download.

Association for Graphic Arts Training

<http://www.agatweb.org/>

Excellent links for teachers to gather information from Internet.

Association of Graphic Communications

<http://www.agcomm.org/>

Affiliate of PIA, offers training opportunities.

Binding Industries Association International

<http://www.bindingindustries.org/>

Computing Technology Industry Association (CompTIA)

<http://www.comptia.org/>

Certified Document Imaging Architect

Corporate Design Foundation

<http://www.cdf.org>

CDF provides corporations, educators and individuals with access to a variety of resources and information.

Electronic Document Systems Foundation

<http://www.edsf.org/educationPrograms.htm>

For those looking toward post-secondary education.

Graphic Arts Education and Research Foundation (GAERF)

<http://www.teched.vt.edu/gcc/HTML/GAERF/GAERF.html>

The Graphic Arts Education and Research Foundation is a major source of financial support for educational and research projects designed to enhance the future of the graphic arts industry. Supported by National Association of Printer and Lithographers, NPES, and Printing Industries of America.

Graphic Arts Information Network (GAIN)

<http://www.gain.org/servlet/gateway/>

Standards for the Graphic Communications Industry.

Graphic Arts Technical Foundation (GATF)

http://www.gain.net/PIA_GATF/non_index.html

Technical research and training, laboratory and product testing.

National Association for Printing Leadership

National Association of Printers and Lithographers

<http://www.napl.org/>

Source for books and publications, including Designer's Printing Companion.

National Association for Suppliers of Printing, Publishing and Converting Technologies (NPES)

<http://www.npes.org/>

National Council for Skill Standards in Graphic Communications (NCSSGC)

<http://www.ncssgc.org>

Expert Digital Imaging Technician Certification (EDIT)

Master Digital Imaging Technician Certification (MDIT)

Printing Industries Association (PIA)

http://www.gain.net/PIA_GATF/non_index.html

Printing Industries Association of Arizona (PIAZ)

<http://www.piaz.org/>

Important local resource.

SIGGRAPH

<http://www.siggraph.org/education/>

ACM SIGGRAPH is dedicated to the generation and dissemination of information on computer graphics and interactive techniques. Best known for the annual SIGGRAPH conference that typically features the best of the best worldwide, they, also put on a variety of programs year-round and worldwide to benefit the SIGGRAPH community. The conference can get a bit overwhelming, so it is recommended for dedicated computer graphics teachers only.

Typographic Associations

See **American Institute of Graphic Arts (AIGA)**

<http://www.AIGA.org/>

COMMERCIAL VENDORS

Adobe Systems Incorporated

<http://www.adobe.com>

<http://www.adobe.com/education/curriculum/main.html>

Lesson plans, professional development opportunities, discounts and contests.

Corel Corporation

<http://www.corel.com>

Tutorials, tips and certification information.

Deneba Systems, Incorporated

<http://www.deneba.com/>

Lots of illustration and drawing tips

Prometric Testing Center

<http://www.prometric.com/>

Division of Thompson Learning. Does certification testing for CompTIA.

Staffing Tools, Inc.

<http://www.staffingtools.com>

Pre-employment testing in specific software applications for visual communications and certification exams for NCSSGC.

CONTESTS/COMPETITIONS (see also student organizations and software vendors)

Lists of Competitions

<http://www.graphiccompetitions.com/>

Lists wide variety of competitions all over the world and on variety of subjects.

Gutenberg Printing Competitions

<http://www.teched.vt.edu/gcc/HTML/Competitions/Competitions.html>

Categories include Electronic publishing, Lithography, Screen, paper and textiles, letterpress, Flexography and Gravure. High School Division competitions.

HOW Magazine

<http://www.howdesign.com/competitions/>

HOW magazine sponsors three high-profile graphic design competitions annually, and is affiliated with competitions sponsored by sister publications **Print** and **I.D.** Students may enter competitions.

HOW International Design Competition

HOW Interactive Design Competition

J & S Printing

<http://www.jsprinting.com/>

Printer of student newspapers and sponsor of the NSPA/JEA Convention has bi-monthly contests for student newspaper submissions.

CLIP ART SOURCES

Pics4 learning

<http://pics.tech4learning.com/>

Cool Archive

<http://www.coolarchive.com/>

Clipart.com (fee-based)

<http://www.clipart.com/>

RT Computer Graphics (fee-based)

<http://www.rtcomputer.com/>

Features southwestern designs

CAREER DEVELOPMENT

Arizona Career Resource Network (AzCRN). Arizona's career resource network for career exploration, college information, employability skills, job opportunities, Arizona labor market information, post secondary options, career advice. www.ade.az.gov/cte/azcrn

Career Information System . Provides information on careers, occupations, job search, self-employment, financial aid, programs of study, IDEAS Assessment, assessment link, O*NET Interest Profiler, etc.
[http://
www.ade.az.gov/cte/azcrn/azcis](http://www.ade.az.gov/cte/azcrn/azcis)

Clark, Marilyn; Mchalley, John; St. John, Michael; and Weihmann, Jan Hart. *You're Hired!*

Eggland, Steven A. and Williams, John W. *Human Relations at Work*. Cincinnati, OH: Southwestern Publishing Company, 1993. ISBN 0-538-61092-1.

Ferrett, Sharon K. *Strategies: Getting and Keeping the Job You Want*. New York, NY: Glencoe McGraw-Hill. ISBN 0256-14229-7.

Lakeshore Basics and Beyond Catalog. A variety of academic information related to the world of work and job ready skill information. www.lakeshorelearning.org

Real Games Series. A complete job readiness program. Select the level appropriate for your students. 1-888-700-8940. www.realgame.com or www.ade.az.gov/cte/azcrn/realgamebrochure

