

Instructional Resources

Graphic Communications

Graphic Design - Option B

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

DESIGN BASICS

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.

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

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

Designing Across Cultures: How to Create Effective Graphics for Diverse Ethnic Groups (2002)

Ronnie Lipton
F & W Publications, Incorporated www.fwpublications.com/
ISBN: 1-5818-0194-7

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

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

Digital Creativity: Techniques for Digital Media and the Internet (2001)

Bruce Wands
John Wiley & Son s, Inc. <http://www.wiley.com/cda/home>
ISBN: 0-471-39057-7

Career Preparation

Instructional Resources

Graphic Communications - Graphic Design (Option B) 2006

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

The Elements of Typographic Style

Robert Bringhurst

ISBN: 0881792063

Publisher: Hartley & Marks Publishers, Sept 2004

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

Linda Holtzschue

DRAWING AND ILLUSTRATION

All About Techniques in Illustration (2001)

Parramon's Editorial Team

Barron's Educational Series, Incorporated <http://www.barronseduc.com/>

ISBN: 0-7641-5361-7

Illustration Techniques (2001)

Parramon's Editorial Team

Barron's Educational Series, Incorporated <http://www.barronseduc.com/>

ISBN: 0-7641-5357-9

Digital Drawing: Print and Web Graphics Using FreeHand (2000)

David Bergsland

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

ISBN: 0-7668-1639-7

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

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

APPLICATIONS

Branding Online (2002)

Keith Drew

Universe Publishing (available through amazon.com or BarnesandNoble.com)

ISBN: 0-7893-0795-2

Creative Advertising: Ideas and Techniques from the World's Best Campaigns (2002)

Mario Pricken

Thames & Hudson <http://www.thameshudson.co.uk/>

ISBN: 0-5005-1074-1

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: 0-8174-3726-6

Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands (2003)

Alina R. Wheeler

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

ISBN: 0-471-21326-8

How to Design Logos, Symbols and Icons: 23 Internationally Renowned Studios Reveal how They Develop Trademarks for Print and New Media (2000)

Gregory S. Thomas & Earl A. Powell

North Light Books <http://www.artistsnetwork.com/nlbooks/index.asp>

ISBN: 0-8913-4915-4

Information Graphics and Visual Clues: Communication Information through Graphic Design (2002)

Ronnie Lipton & Stephanie Skirvin

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

ISBN: 1-5649-6864-2

Promotion Design That Works: Secrets for Successful Cross-Media Promotion (2001)

Cheryl Dangel Cullen

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

ISBN: 1-5649-6772-7

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

LAYOUT

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

Lisa Graham
Delmar Publishers/Thompson Learning <http://e-catalog.thomsonlearning.com/>
ISBN: 0-7668-1362-2

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

Jim Krause
F & W Publications, Incorporated www.fwpublications.com/
ISBN: 1-5818-0146-7

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

Quick Solutions to Great Layouts (2001)

Graham Davis
F & W Publications, Incorporated www.fwpublications.com/
ISBN: 1-5818-0260-9

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: 0817437266

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

Dave Johnson

McGraw-Hill Osborne [http:// www.osborne.com/](http://www.osborne.com/)

ISBN: 0-0722-2555-6

Understanding Digital Photography (2002)

Joseph A. Ippolito

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

ISBN: 0-7668-2079-3

PROFESSIONAL PRACTICES

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

Steven Heller & Teresa Fernandes

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

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

REFERENCES

Pantone Color Specifier (PMS chip book)

Pantone Internet Color System Guide

Pantone Matching System Color Formula Guide

Pantone Metallic Color Guide

Pantone Pastel Color Formula Guide

Pantone Process Color System Guide

Pantone Tint Book (PMS)

PMS Color Tint Selector

Solid to Process chip book

GRAPHIC DESIGN WEB 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.

Apple Learning Exchange

Excellent assortment of annotated Web based projects. Topics ran the gamut from history to zoology. If you have a better idea for a web project, you can submit it for inclusion on this page. Text, graphics

http://ali.info.apple.com/ali/projects_list.html

ARTLex dictionary of Art Terms

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

Definitions for more than 3,200 terms used in visual culture, along with thousands of images, pronunciation notes, great quotations and cross-references.

COMMARTS (commercial site)

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

Links to Design Interact, Communication Arts Journal and store. Lots of links to information about design, advertising, etc.

PUBLICATIONS

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.

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.

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.

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

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.

DesktopPublishing.com

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

Information, templates, clipart, links, forums, etc.

Dmitry's Design Lab

<http://www.webreference.com/dlab/>

Dmitry Kirsanov writes a monthly online column on web design which is published by Webreference.com, who also maintain an archive of past articles. The articles revolve around the basic principles of design as applied to the Internet, covering such topics as: color, fonts, dynamism, graphics and animation. There are also tutorials covering web site navigation and structure, which are illustrated by case studies.

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Mike's Sketch Pad

<http://www.sketchpad.net/default.htm>

Great site for free fonts, graphics tutorials and desktop publishing tutorials for Macintosh and Windows. Here you can find QuarkXPress tutorials, Adobe Photoshop tutorials, Corel tutorials, Macromedia FreeHand tutorials, Adobe Illustrator tutorials and Deneba Canvas tutorials. The site is organized by software application. Tutorials are free. Other stuff is for sale.

My Design Primer

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

My Design Studio is a marketing company. This service site is designed to provide information on terms and concepts in print and electronic media. Numerous excellent articles.

PABLO

Commercial Art Sites

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

Lists of commercial artists, associations, retailers and so forth.

The Incredible Art Department

<http://www.princetonol.com/groups/iad/lessons/lessons.html>

Lesson plans for high school include ideas that would fit well in commercial art, basic design classes.

Web66: A K12 World Wide Web Project

<http://web66.umn.edu/>

Just as U.S. Highway Route 66 was a catalyst for Americana, Web66 uses the World Wide Web as a catalyst that will integrate the Internet into K12 school curricula. The Web66 project is designed to facilitate the introduction of this technology into K12 schools. Good place to exchange ideas.

WebTeacher Internet Basics Tutorial

<http://www.webteacher.org/macintosh.html>

Tutorial which covers aspects of dealing with images on the web.

SOFTWARE TRAINING SERIES

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.

Training From the Source Series

Macromedia Press

<http://www.macromedia.com/support/mmpress/>

Project-based tutorials developed for a teacher-led environment. Projects suggested for extended learning on accompanying CD. Covers all major products, beginning, intermediate and advanced.

ASSOCIATIONS: STUDENT

SkillsUSA-VICA

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

Technology Student Association (TSA)

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

ASSOCIATIONS: PROFESSIONAL

American Institute of Graphic Arts

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

The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research, and advance education and ethical practice.

Arizona Art Education Association

<http://www.azarted.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.

Graphic Artists Guild

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

National union of illustrators, designers, web creators, production artists and surface designers. Excellent portfolio site.

Graphic Arts Information Network (GAIN)

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

Standards for the Graphic Communications Industry

National Art Education Association

<http://www.naea-reston.org/index.html>

Standards and research, but primarily fine arts.

National Assembly of State Arts Agencies (NASAA)

http://www.nasaa-arts.org/spotlight/stspot_sep00.shtml

Membership organization of the nation's state and jurisdictional arts agencies. NASAA's mission is to advance and promote a meaningful role for the arts in the lives of individuals, families and communities throughout the United States. Offers teacher resources in arts education; not CTE specific.

*Article discusses work of Arizona commission on the Arts and School-to-work in Maricopa County.

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)

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.

Visual Resources Association

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

Variety of media.

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.

Macromedia, Incorporated

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

<http://www.macromedia.com/resources/education/>

Wide variety of information, curriculum, training opportunities and more.

<http://www.trainingcafe.com/index.asp>

Don't miss Macromedia's Training Café

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 VENDERS)**

IDesign

Autodesk

<http://usa.autodesk.com/adsk/index/0,,1075391-123112,00.html>

For users of Autodesk, this international contest for students has several entry categories, including Media Design.

ThinkQuest

Advanced Network & Services, Inc.

<http://io.advanced.org/thinkquest/>

Every year Advanced Network & Services, Inc. hosts a web page design competition called “ThinkQuest.” Teams of high school or middle school students (with teacher coaches) submit Web sites devoted to specific topic areas. The grand prize is \$25,000 in college scholarships per student participant, \$5,000 per coach, and \$5,000 per school represented by the winning team.

Multimedia Mania 2002

<http://www.ncsu.edu/midlink/mmania.how.html>

This awards program is for students and teachers who use multimedia to teach and learn in a specific content area (e.g., math, science, social studies, language arts, art, music, physical education, ESL, etc.) Students are invited to share their work with an international audience by creating dynamic multimedia projects related to any class or coursework.

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

Department of Education.

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.

ONLINE MUSEUMS AND COLLECTIONS

American Photographs: A Century of Images.

<http://www.pbs.org/ktca/americanphotography/index.html>

PBS with major funding by Kodak.

In addition to thematic features such as Digital Truth, Persuasion, Art, Social Change, and Cultural Identity the site also contains a fascinating Image Lab.

Art Institute of Chicago Photography Collection

http://www.artic.edu/aic/collections/photo/index_mac.html

Spanning the history of the medium from its beginning in 1839 to the present, the Art Institute's photography collection contains representative works of many of the medium's most celebrated practitioners.

Center for Creative Photography

<http://dizzy.library.arizona.edu/branches/ccp/home/home.html>

The Center for Creative Photography (CCP) at the University of Arizona is an archive, museum, and research center dedicated to photography as an art form and cultural record. Education section offers photography teaching resources.

George Eastman House: International Museum of Photography and Film

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

George Eastman House collects and interprets images, films, literature, and equipment in the disciplines of photography and motion pictures. Explore this site for interesting teaching materials.

Smithsonian American Art Museum: Online Collections

<http://nmaa-ryder.si.edu/collections/exhibits/helios/featuresmain.html>

Photography Collection and wide ranging exhibition and publication programs—a major site for the study of American photography.

Smithsonian Office of Imaging and Photographic Services

<http://photo2.si.edu/index.html>

The Office of Imaging and Photographic Services is the Smithsonian's central source for the creation, processing, distribution and archival storage of photographs and digital images. For index of collections of all types, try this site.

University of California, Riverside / California Museum of Photography

<http://cmp1.ucr.edu/photo/info.html>

University of California, Riverside / California Museum of Photography offers large set of collections organized by content or photographer.

SOFTWARE TRAINING SERIES

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

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

Photo Imaging Education Association International Student-Teacher Photo Competition and Exhibition <http://pieapma.org/edu.html>

Competition is open to students everywhere-at all ages-and to their teachers. Students compete by age group: 9th Grade & Below, 10-11-12th Grades (High School) and College & University levels. Prizes will be awarded in each category at the Grand, First, Second and Third Prize levels and to the schools of the Grand Prize winners. Every entrant receives a Certificate of Achievement. The top 100-120 photographs are exhibited at the PMA Imaging Convention. Then two PIEA International Traveling Photo Exhibitions will tour major conventions, schools, colleges and museums for two years in the USA, Australia and Canada.

ARIZONA NETWORKING RESOURCES

Network of Photography Teachers

Jerry Halfmann of Tucson High Magnet School has developed an email list of photography teachers Statewide to share information, resources, lesson plans and so forth.

Mr. Jerry Halfmann
Tucson High Magnet School
200 N 2nd Ave.
Tucson, AZ 95705
half@cox.net

Forensic Photography

James Hale of the Northern Arizona Forensic Lab is willing to help teachers who are interested in introducing their students to forensic evidence photography. He offers a wealth of knowledge and contacts with the International Association for Identification.

Mr. James Hale
Northern Arizona Forensic Lab
P.O. Box 26424
Prescott Valley, AZ 86312
Jhale40@cableone.net

Mentoring of Photography Students

Robert Carey of Carey Photography represents the Vision for Youth program for the Arizona Chapter of the American Society of Media Photographers.

Mr. Robert Carey
Carey Photography
3214 S. Fairlane
Tempe, AZ 85282

Digital Imaging and Photo Finishing

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

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

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>

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