Wiley Graphic Design Recommendations for:

**Spring Recommendations**
Typography - Expressive & Experimental
Advanced Image Manipulation
Web Scripting
Image Manipulation

**Summer Recommendations**
Package Design
Web Layout
Publication Design
Digital Pre-Press
Digital Layout
Digital Illustration

**Previously Recommended (Fall 10)**
Concept Design
Typography - Hierarchy

- All titles listed below are already in VitalSource eBook or can be converted.
- All adopted titles will have any available resources posted to [www.wiley.com/college/artinstitutes](http://www.wiley.com/college/artinstitutes) and access can be granted using the universal username and password (ID: artinstitutes@wiley.com; PW: artinstitutes)
- Please contact your Account Manager with any questions.
Typography - Expressive & Experimental: Spring Recommendation

**A Typographic Workbook: A Primer to History, Techniques, and Artistry, 2nd Edition**
Kate Clair, Cynthia Busic-Snyder

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- Explains the process successful designers use to select, space, and creatively integrate fonts
- Demonstrates the use of type as a dynamic and expressive communication tool
- Provides new and updated coverage of a broad range of topics—from a logical, clear historical overview of the craft to the latest digital technologies
- Continues to include helpful review questions and multiple-choice quizzes, as well as many new projects and skill-building exercises that help readers immediately apply what they have learned

**Type Rules!: The Designer’s Guide to Professional Typography, 3rd Edition**
Ilene Strizver
ISBN: 978-0-470-54251-4

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- New information on OpenType, font management utilities, font web sites, and interactive typography
- An expanded history of type and an updated glossary of key terms
- Exercises throughout to help reinforce the concepts presented in the book
- A wealth of tried-and-true as well as recently developed type tips
- More in-depth type issues, including scaling logos
Typographic Design: Form and Communication, 4th Edition
Rob Carter, Ben Day, Philip B. Meggs

- Instructor Resources (for adopted titles only) available at
  www.wiley.com/college/artinstitutes
- Offers detailed coverage of such essential topics as the anatomy of letters and type families, visual communications and design aesthetics, and designing for legibility
- Supplements these essential topics are theoretical and structural problem-solving approaches by some of the leading design educators across the United States
Advanced Image Manipulation: Spring Recommendation

**Photoshop CS4 Digital Classroom**
Jennifer Smith, Aquent Creative Team, AGI Creative Team

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- 13 self-paced lessons are presented in full color with step-by-step instructions
- Learning is reinforced with video tutorials and lesson files on a companion DVD that were developed by the same team of Adobe Certified Instructors and Flash experts who have created many of the official training titles for Adobe Systems
- Coverage includes information on Adobe Bridge, Camera RAW, masks and layers, painting and retouching, and selections and layers

**Photoshop CS4 Bible**
Stacy Cates, Simon Abrams, Dan Moughamian
ISBN: 978-0-470-34517-7

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- This authoritative guide to Photoshop CS4 shows you how to retouch, color correct, manipulate, and combine images
- Sheds light on optimal ways to create cutting-edge special effects for digital or film-based images, and then use them on the Web or in print
- More than 1,200 pages are packed with advice that demystifies even the most complex Photoshop tasks
- Covers everything from image-editing basics to techniques for working with camera raw images
Photoshop CS5 Bible
Lisa DaNae Dayley, Brad Dayley

- Instructor Resources (for adopted titles only) available at www.wiley.com/college/artinstitutes
- This comprehensive guide covers beginning to advanced techniques, from learning your way around the windows and tools to working with Camera Raw images
- Covers retouching, color correcting, manipulating, and combining images; working with the File Browser, histogram palette, Lens Blur, and the color replacement tool; customizable keyboard shortcuts; how to create cutting-edge special effects for digital or film-based images, and much more
**Web Scripting: Spring Recommendation**

*Web Design: A Complete Introduction*
Dr. Nigel Chapman, Jenny Chapman
ISBN: 978-0-470-06089-6

- Instructor Resources *(for adopted titles only)* available at [www.wiley.com/college/artinstitutes](http://www.wiley.com/college/artinstitutes)
- Provides a deep and thorough introduction to Web technology, markup, stylesheets, Web graphics, Web animation and embedded video, client-side scripting, Web applications, usability, accessibility, page design and site design
- The focus remains on good practice, underpinned by sound principles, in the context of the real World Wide Web
- Full coverage of the essential technologies is provided: HTTP, XHTML, CSS, Javascript and the DOM, and the use of Web Standards is emphasized throughout as an essential part of the authors' forward-looking approach
Image Manipulation: Spring Recommendation

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Jennifer Smith, Aquent Creative Team, AGI Creative Team

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- Covers retouching, color correcting, manipulating, and combining images; working with the File Browser, histogram palette, Lens Blur, and the color replacement tool; customizable keyboard shortcuts; how to create cutting-edge special effects for digital or film-based images, and much more.
Package Design: Summer Recommendation

*Packaging Design: Successful Product Branding from Concept to Shelf*
Marianne R. Klimchuk, Sandra A. Krasovec
ISBN: 978-0-471-72016-4

- Instructor Resources *(for adopted titles only)* available at [www.wiley.com/college/artinstitutes](http://www.wiley.com/college/artinstitutes)
- Insightful images of the design process, design concepts, three-dimensional models, and prototypes
- A wealth of case studies showcasing how superior packaging designs were created
- A framework for today's packaging design business
- Environmental considerations, along with legal and regulatory issues
- Useful appendices with advice on portfolio development and professional practice guidelines

*The Packaging Designer's Book of Patterns, 3rd Edition*
Lászlo Roth, George L. Wybenga

- Instructor Resources *(for adopted titles only)* available at [www.wiley.com/college/artinstitutes](http://www.wiley.com/college/artinstitutes)
- This hands-on resource gives designers the advantage they need to successfully meet any packaging challenge
- Every pattern has been test-constructed to verify dimensional accuracy and is ready to be traced, scanned, or photocopied for immediate use
- Includes a CD-ROM containing every printed pattern in eps format
Web Layout: Summer Recommendation

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- Full coverage of the essential technologies is provided: HTTP, XHTML, CSS, Javascript and the DOM, and the use of Web Standards is emphasized throughout as an essential part of the authors' forward-looking approach
Publication Design: Summer Recommendation

A Guide to Graphic Print Production, 2nd Edition
Kaj Johansson, Peter Lundberg, Robert Ryberg

- Instructor Resources (for adopted titles only) available at www.wiley.com/college/artinstitutes
- A complete overview of the entire graphic print production workflow
- Illustrated descriptions of techniques and applications
- Checklists and step-by-step descriptions
- Advice, tips, Guidelines and recommendations for every stage of design
- A glossary with more than 1,500 graphic terms

NOTE: WE CANNOT DO THE 2nd Edition of Johansson, BUT WE CAN DO THE THIRD EDITION that will publish in OCTOBER, 2011!
Digital Pre-Press: Summer Recommendation

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- A glossary with more than 1,500 graphic terms

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**Digital Design for Print and Web: An Introduction to Theory, Principles, and Techniques**
John DiMarco
ISBN: 978-0-470-39836-4

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- Combines basic theory with hands-on technique
- Full-color text and illustrated, step-by-step instruction supported by more than 75 video tutorials
- Coverage of professional software including the Adobe Creative Suite
- A wide variety of inspirational images from well-known designers
- Online full-length project assignments from entry level to advanced
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- Online full-length project assignments from entry level to advanced

Digital Layout: Summer Recommendation
Digital Illustration: Summer Recommendation

**Illustrator CS4 Digital Classroom**
Aquent Creative Team, AGI Creative Team  
ISBN: 978-0-470-43635-6  

- Instructor Resources *(for adopted titles only)* available at [www.wiley.com/college/artinstitutes](http://www.wiley.com/college/artinstitutes)
- 11 self-paced lessons are presented in full color with step-by-step instructions
- Learning is reinforced with video tutorials and lesson files on a companion DVD
- This training package shows how to create and produce vibrant graphics using this robust vector drawing application

**Illustrator CS5 Digital Classroom**
AGI Creative Team, Jennifer Smith  
ISBN: 978-0-470-60783-1  

- Instructor Resources *(for adopted titles only)* available at [www.wiley.com/college/artinstitutes](http://www.wiley.com/college/artinstitutes)
- Escorts you through the basics of creating and producing vibrant graphics using Illustrator
- Deciphers even the most advanced Illustrator tasks and makes them less intimidating
- Features full-color, step-by-step tutorials on the DVD that complement the topics covered in each lesson of the book
- Encourages you to absorb each lesson at your own pace
**Digital Illustration: Summer Recommendation**

*Illustrator CS4 Bible*
Ted Alspach
ISBN: 978-0-470-34519-1

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- Teaches you step-by-step how to create designs that work beautifully, whether in print or online
- Covers the basics of drawing, painting, coloring, and uncoloring.
- Offers essential tips for mastering paths, masks, blends, patterns, transparency, and type
- Introduces you to enhanced Smart Guides and a new Crop Area tool

*Illustrator CS5 Bible*
Ted Alspach
ISBN: 978-0-470-58475-0

- Instructor Resources *(for adopted titles only)* available at www.wiley.com/college/artinstitutes
- Former Adobe insider Ted Alspach breaks down the powerful program of Illustrator and explores the new features and functions included in the latest version
- Begins with the basics of Illustrator, such as working with the interface and creating Illustrator documents
- Shows you how to manipulate type, distort artwork, and apply strokes and fills
- Explains transparency, working in 3D, using styles and effects, applying filters, and more
David Dabner, Sheena Calvert, Anoki Casey

- Instructor Resources (for adopted titles only) available at www.wiley.com/college/artinstitutes
- Provides practical advice on all aspects of graphics design-from understanding the basics to devising an original concept and creating successful finished designs
- Packed with exercises and tutorials for students, and real-world graphic design briefs
- Contains specific advice on how to adapt designs to suit different projects, including information on digital imaging techniques, motion graphics, and designing for the web and small-screen applications

Steven Heller
ISBN 978-0-470-57556-7

- Instructor Resources (for adopted titles only) available at www.wiley.com/college/artinstitutes
- Updated to include information on the latest trends in evolving design disciplines.
- New coverage of digital editorial design, information design, packaging design, design management, and entrepreneurship
**Typography-Heirarchy: Previously Recommended (Fall 10)**

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Ilene Strizver
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- Offers detailed coverage of such essential topics as the anatomy of letters and type families, visual communications and design aesthetics, and designing for legibility
- Supplements these essential topics are theoretical and structural problem-solving approaches by some of the leading design educators across the United States