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www.wiley.com/college/wileyflex
Graphic Design School: The Principles and Practice of Graphic Design, Fifth Edition
David Dabner, Sandra Stewart, Eric Zempol
978-1-118-13441-2 • 208pp • Paper • 2013

With examples from magazines, websites, books, and mobile devices, the Fifth Edition provides an overview of the visual communications profession, with a new focus on the intersection of design specialties. A brand-new section on web and interactivity covers topics such as project development roles, web tools (Illustrator, InDesign, Photoshop, Fireworks, Dreamweaver, and Flash), coding requirements, information architecture, file organization, web design and layout, mobile device composition, app design, CMS, designing for social media, and SEO.

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Design Methodologies and Processes: Understanding Theory and Application
John Bowers
978-0-470-50435-2 • 144pp • Paper • 2011

As graphic design has evolved from a trade to a discipline with its own catalogued history, and as professional designers are playing strategic roles beyond the role of form-maker, the need for material on design methodologies is growing. This concise, visually-based introduction to graphic design methodologies helps designers to design more creatively, collaboratively and strategically.

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of how theoretical information is applied in solving common problems in color design.

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**Understanding Color: An Introduction for Designers, 4th Edition**

Linda Holtzschue

978-0-470-38135-9 • 272pp • Paper • 2011

*Understanding Color, 4th Edition,* offers simple, plain-language explanations of the scientific basis of color perception, an overview of the leading theories of color, and explanations of the seeming conflicts among them. For each concept presented, examples of how theoretical information is applied in solving common problems in color design.

**Drawing in the Digital Age: An Observational Method for Artists and Animators**

Wei Xu, PhD

978-1-118-17650-4 • 224pp • Paper • 2012

Knowing how to draw is considered a key skill to creating realistic 3D animation in today’s competitive computer graphics market. *Drawing in the Digital Age* teaches a new drawing method based on simple math and computer graphics principles that make drawing easier and more efficient, even for those who consider themselves artistically challenged.

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John Montague

978-1-118-13414-6 • 288pp • Paper • 2013

*Basic Perspective Drawing* is a fundamental skill for all artists and designers and is a required area of study in foundation level courses at most art and design schools. This new, streamlined 6th Edition contains must-have content for students and instructors in art and design, architecture, and interior design programs.

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**Principles of Color Design, 2nd Edition**

Wucius Wong

978-0-471-28708-7 • 224pp • Paper • 2011

*Principles of Color Design, 2nd Edition* is complete revision of what is considered the classic introduction to color for all graphic designers and artists. This book provides a solid foundation for the development of personal color sense, and a practical examination of the myriad effects that can be achieved with color.

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**Understanding Color: An Introduction for Designers, 4th Edition**

Linda Holtzschue

978-0-470-38135-9 • 272pp • Paper • 2011

For each concept presented, examples of how theoretical information is applied in solving common problems in color design.
Drawing and Designing with Confidence: A Step-by-Step Guide
Mike W. Lin
978-0-470-28390-4 • 208pp • Hardcover • 2008

Lavishly illustrated with nearly 400 color illustrations, including extraordinary before and after student examples, high-quality print, oversized format, and hundreds of timesaving tricks of the trade, this book holds the keys to developing outstanding drawing and design skills.

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Douglas Cooper
978-0-470-04716-3 • 248pp • Paper • 2007

Drawing is the way architects and designers communicate with colleagues, clients and others. Drawing and Perceiving discusses the knowledge, rational thought, and analysis that should be part of each step in the drawing process. This combination of technique along with theory and analysis makes this book the intelligent guide to drawing.

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Pencil Sketching, 2nd Edition
Thomas C. Wang
978-0-471-39919-3 • 128pp • Paper • 2001

Pencil Sketching, 2nd Edition illustrates how the pencil allows the designer or artist to create a multitude of strokes and a wide spectrum of tones and textures. For these reasons, this book discusses the importance of why the pencil is almost always used as the first medium for learning sketching.

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Drawing Shortcuts: Developing Quick Drawing Skills Using Today’s Technology, 2nd Edition
Jim Leggitt
978-0-470-43548-9 • 264pp • Hardcover • 2010

Drawing is the way architects and designers communicate with colleagues, clients, and others. The ability to quickly generate sketches and presentation drawings is critical to any successful architect or designer. This book fills a gap in design drawing and presentation category by offering an integrated approach to traditional and digital drawing for professionals and students.

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DRAWING / TYPOGRAPHY

**The Human Figure: A Photographic Reference for Artists**

Erik A. Ruby

978-0-471-28949-4 • 352pp • Paper • 2004

Now you can draw from your own life model anytime you want without paying expensive models’ fees! This handy volume contains over 600 detailed anatomical photographs for artists to study and draw from. Subjects included are male and female, and the models range in age from two years old to ninety years old.

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**Type Rules!: The Designer’s Guide to Professional Typography, Fourth Edition**

Ilene Strizver

978-1-118-45405-3 • 304pp • Paper • 2013

Type Rules!, Fourth Edition is an up-to-date, thorough introduction to the principles and practices of typography. From the fundamentals to cutting-edge applications, this edition has everything today’s serious designer needs to use type effectively. Dozens of exercises reinforce authoritative coverage on such topics as how to select the appropriate type for the job, how to set type like a pro, how to avoid common mistakes, and how to design a typeface, as well as how to fully harness the power of major design packages including the Adobe Creative Suite.

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Preface, Acknowledgments, Introduction, Chapter 1 A Brief History of Type, Chapter 2 From Metal to Mac: Understanding Font Technology, Chapter 3 What Makes a Typeface Look the Way It Does?, Chapter 4 Selecting the Right Type for the Job, Chapter 5 Formatting Your Type, Chapter 6 Typographic Hierarchy and Emphasis, Chapter 7 Fine-Tuning and Tweaking Your Type, Chapter 8 Spacing Considerations (or, Spacing Your Type), Chapter 9 Finessing Your Type, Chapter 10 Figures, Fractions, Signs, Symbols, and Dingbats, Chapter 11 Type on the Web (and other digital formats), Chapter 12 Designing Your Own Typeface, Glossary, Typographic Resources, Bibliography, Picture Credits, Digital Font Foundries and Distributors, Index.

**ILLUSTRATOR**

**Illustrator CC Digital Classroom**

Jennifer Smith, AGI Creative Team

978-1-118-63971-9 • 384pp • Paper w/ DVD • 2013

This book includes 12 self-paced lessons that let readers discover essential skills and explore new features and capabilities of Adobe ILOR. Every lesson is presented in full color with step-by-step instructions, and learning is reinforced with video tutorials and lesson files on a companion DVD. Jam-packed with information, this book and DVD takes users from the basics through intermediate level topics and helps readers find the information they need in a clear, approachable manner.

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**Typographic Design: Form and Communication, 5th Edition**

Rob Carter, Ben Day, Philip B. Meggs

978-0-470-64821-6 • 368pp • Paper • 2011

This new 5th Edition is updated throughout, including many new images and case studies. New additions include a chapter on typography on screen, up-to-date information on typographic technology, and new coverage of topics related to visual metaphor, multi-modal typography, and cultural developments in type.

**TABLE OF CONTENTS**

Introduction. 1 The Evolution of Typography. 2 The Anatomy of Typography. 3 Syntax and Communication. 4 Legibility. 5 The Typographic Grid. 6 The Typographic Message. 7 Typographic Technology. 8 Typography on Screen. 9 Case Studies in Typographic Design. 10 Typographic Design Education. 11 Typographic Design Process. 12 Type Specimens. Glossary. Bibliography. Picture Credits. Index.
A Typographic Workbook: A Primer to History, Techniques, and Artistry, 2nd Edition
Kate Clair, Cynthia Busic-Snyder
978-0-471-69690-2 • 400pp • Paper • 2005

This 2nd Edition is much more interactive, including many more quizzes, projects and exercises, along with solutions, to take greater advantage of the workbook concept. It also includes new and updated coverage of emerging digital technologies as well as a revised historical overview presented in a more clear and logical way.

Type and Image: The Language of Graphic Design
Philip B. Meggs
978-0-471-28492-5 • 208pp • Paper • 2009

In this lively and lavishly illustrated book, the author reveals the very essence of graphic design. The elements that combine to form a design—signs, symbols, words, pictures, and supporting forms—are analyzed and explained. The reader will find inspiration, hundreds of exciting examples by many of America’s outstanding graphic designers.

Typographic Web Design: How to Think Like a Typographer in HTM and CSS
Laura Franze
978-1-119-97687-5 • 336pp • Paper • 2011

Readers learn how to choose fonts, organize information, create a system of hierarchy, work with tabular information, create a grid, apply a typographic system across multiple pages, and build a font library. Each chapter provides time-tested typography rules to follow (modified for the web), explains why they work, when to break them, and offers the opportunity to test the rules with hands-on exercises in HTML and CSS. If you don’t know HTML and CSS, Typographic Web Design provides a walk-through for each lesson, showing you how to plan and write syntax.

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knowledge to the people who need to act on it. It offers everyone who is involved in design thinking a practical toolkit for how to use communication at every step of the innovation process to tame and frame the inherent complexity of creating “the new.”

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1 Finding the conceptual center, 2 Framing the work, 3 Targeting your constituents, 4 Introduce new thinking, 6 Conclusion

Make Space: How to Set the Stage for Creative Collaboration
Scott Doorley, Scott Witthoft
978-1-118-14372-8 • 272pp • Paper • 2011

Based on the work of the Stanford d.schools Environments Collaborative, Make Space is filled with concrete ways to alter space to enhance creativity and collaboration. It highlights the details that matter when designing space to support creative teams.

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Alina Wheeler
978-1-118-09920-9 • 320pp • Hardcover • 2012

Writers have The Elements of Style. Managers have The Effective Executive. Chairpeople have Robert’s Rules of Order. And now brand-builders have Designing Brand Identity. If you have (or would like to have) responsibility for managing, measuring, critiquing, or designing a brand, you’ve found your bible.

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A Guide to Graphic Print Production, 3rd Edition
Kaj Johansson, Peter Lundberg, Robert Ryberg
978-0-470-90792-4 • 400pp • Hardcover • 2011

A Guide to Graphic Production covers all steps in the print production process with detailed explanations supported by informative sidebars and full-color illustrations. The new 3rd Edition is fully updated to reflect all aspects of digital printing and the most current technologies.

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Designing for Print, 2nd Edition
Charles Conover
978-0-470-90597-5 • 256pp • Paper • 2012

Designing for Print, 2nd Edition is a single-source guide to planning, designing and printing successful projects using the Adobe Creative Suite 5. Jam packed with helpful tips and advanced techniques, this book is an essential addition to any designer’s library.

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Advertising by Design: Generating and Designing Creative Ideas Across Media, 2nd Edition
Robin Landa
978-0-470-36268-6 • 288pp • Paper • 2010

Specifically geared toward designers and design students, this book provides a detailed, illustrated, behind-the-scenes view of the development process behind great advertising. Topics covered include everything from advertising ethics and the history of the profession to design composition and copywriting.

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In a market cluttered with big and small companies competing for the consumer's attention, public image becomes more critical than ever to the success of any business. Corporate Identity Design provides a practical tool for designing and implementing a successful, comprehensive corporate identity program.

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Packaging Design: Successful Product Branding From Concept to Shelf, 2nd Edition
Marianne R. Klimchuk, Sandra A. Krasovec
978-1-118-02706-6 • 256pp • Paper • 2012
Packaging Design, 2nd Edition shows how to create packaging designs for consumer brands that effectively communicate in the retail environment. This new edition is the most comprehensive and timely resource of practical and professional information for creating packaging designs that serve as the marketing vehicles for consumer products.

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Packaging Sustainability: Tools, Systems and Strategies for Innovative Package Design
Wendy Jedlicka
978-0-470-24669-6 • 368pp • Paper • 2008
Packaging design is increasingly integral to product development activities and is among the earliest considerations of product designers and brand managers. This book offers a single source for practical information on how to design sustainable packaging that serves as the marketing vehicle for consumer products.

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The Packaging Designer’s Book of Patterns, 4th Edition
Laszlo Roth, George L. Wybenga
978-1-118-13415-3 • 688pp • Paper • 2013
Packaging design is increasingly integral to product development activities and is among the earliest considerations of product designers and brand managers. This book shows how packaging design involves the design of the physical shape of the package, and the integration of the packaging process into the production process.

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Jim Lesko
978-0-470-05538-0 • 256pp • Hardcover • 2008
Industrial Design: Materials and Manufacturing Guide, 2nd Edition provides detailed coverage of materials and manufacturing processes that industrial designers need without the in-depth and overly technical discussions commonly directed toward engineers.

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Chris Calori

978-0-471-74891-5 • 256pp • Hardcover • 2007

Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems is an essential reference for design professionals. Comprehensive and accessible, this resource enables readers to apply a standard, proven design process to large and small projects in an efficient and systematic manner.

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Designing Information: Human Factors and Common Sense in Information Design

Joel Katz

978-1-118-34197-1 • 256pp • Hardcover • 2012

Designing Information identifies and examines issues of communicating information. Through real life problems and examples, hypothetical and historical examples, and seminal student work, the book establishes a conceptual and pragmatic understanding of human factors-driven information design.

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The Practical Guide to Information Design

Ronnie Lipton

978-0-471-66295-2 • 304pp • Hardcover • 2005

While there are many source books that show the results of the information design, there is very little literature available to designers, design instructors, and students that describe the process involved with creating successful information design projects. This text fills the gap with a detailed, behind-the-scenes view of the development process for a range of media.

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Cool Infographics: Effective Communication with Data Visualization and Design
Randy Krum
978-1-118-58230-5 • 384pp • Paper • 2013

Cool Infographics presents the design process and the software tools for creating the best in infographics. A special section provides how-to on the ever increasingly popular “infographic” resumes. The book appeals to a wide audience of professionals as well as those wanting to transform data into terrific graphics.

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Alina Wheeler
978-1-118-09920-9 • 320pp • Hardcover • 2012

Writers have The Elements of Style. Managers have The Effective Executive. Chairpeople have Robert’s Rules of Order. And now brand-builders have Designing Brand Identity. If you have (or would like to have) responsibility for managing, measuring, critiquing, or designing a brand, you’ve found your bible.

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Brand Atlas: Branding Intelligence Made Visible
Alina Wheeler, Joel Katz
978-0-470-43342-3 • 144pp • Hardcover • 2010

Brand Atlas is the world’s first definitive compendium of diagrams and process maps about branding, marketing, and design. This resource features dozens of full-color diagrams that accelerate the understanding of core concepts and helps readers navigate complex theories and best practices.

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Debbie Rose Myers
978-1-118-42814-6 • 304pp • Paper • 2013

Landing a job in graphic design or multimedia starts with the creation of a portfolio that showcases a student’s best work. With sample portfolios, interviews with leaders in graphic design and advertising industries, and step-by-step instruction for creating professional print and digital portfolios, this book helps students successfully transition from design student to design professional. Students will learn: what should be included in a winning portfolio; the whys and the hows of digital portfolio interface design; things that can go wrong in portfolio development—and how to fix them; how to write a résumé, an artist’s statement, and a cover letter; how to leverage social media in support of a completed portfolio; and more.

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Creating Exhibitions: Collaborations in the Planning, Development, and Design of Innovative Experiences
P. McKenna-Cress
978-1-118-30634-5 • 320pp • Paper • 2013

Structured around the key phases of the exhibition design process, this single source guide offers complete coverage of tools and processes required to develop successful exhibitions from research and development through design and installation. Intended to appeal to the broad range of stakeholders in any exhibition design process, the book offers this critical information in the context of a collaborative process intended to drive innovation for exhibition design.

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Introduction, Chapter 1: Collaboration, Chapter 2: Advocacies And Action Steps, Chapter 3: Advocacy For The Institution, Chapter 4: Advocacy For The Subject Matter, Chapter 5: Advocacy For Visitor Experiences, Chapter 6: Advocacy For Design, Chapter 7: Advocacy For Project And Team, Chapter 8: Methods And Techniques, Chapter 9: Process And Phases, Index

A Graphic Design Student’s Guide to Freelance: Practice Makes Perfect
Ben Hannam
978-1-118-34196-4 • 240pp • Paper • 2012

A Graphic Design Student’s Guide to Freelance is a book about helping graphic design students freelance while in college in order to contextualize the material they are learning in their graphic design classes. In doing so, the material in the text assists graphic design students in rounding out and refining their overall education.

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Steven Heller, Teresa Fernandes
978-0-470-57556-7 • 368pp • Paper • 2010

The 4th Edition of the bestselling Becoming a Graphic Designer continues to provide a comprehensive survey of the graphic design industry, from print to electronic media. Revised throughout, the 4th Edition includes new information on digital editorial design, information design, packaging design, and interactive design.

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Sustainable Graphic Design: Tools, Systems and Strategies for Innovative Print Design
Wendy Jedlicka
978-0-470-24670-2 • 528pp • Paper • 2009

Sustainable Graphic Design offers practical information on how to incorporate sustainable design techniques into graphic design and print production.

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Becoming a Digital Designer: A Guide to Careers in Web, Video, Broadcast, Game and Animation Design
Steven Heller, David Womack
978-0-470-04844-3 • 336pp • Paper • 2007

Becoming a Digital Designer provides a comprehensive survey of the digital design market, including complete coverage of web design, video design, broadcast design, game design and animation. This visual guide has more than 425 illustrations and covers everything from education and training to work settings.

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The Graphic Designer’s Guide to Creative Marketing: Finding & Keeping Your Best Clients
Linda Cooper Bowen
978-0-471-29314-9 • 192pp • Paper • 1999

The marketing of design services is unique because the service is intangible and highly subjective. This book addresses this issue for graphic designers with practical, need-to-know information that makes it a great fit with other graphic design titles.

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2D/3D Design and Computer Animation

**3D Animation Essentials**

*Andy Beane*

978-1-118-14748-1 • 352pp • Paper • 2012

3D Animation Essentials gives aspiring 3D artists the essential fundamentals of 3D animation and computer graphics (CG). Whether you're considering a career in as a 3D artist or simply wish to expand your understanding of general CG principles, this book produces a thorough overview of the industry.

**The Art of 3D Computer Animation and Effects, 4th Edition**

*Isaac V. Kerlow*

978-0-470-08490-8 • 512pp • Paper • 2009

The world of 3D animation and imaging is rapidly expanding and changing. Since the publication of The Art of 3D Computer Animation and Effects, 3rd Edition in 2003, there have been major advancements in software, technique and hardware. This new edition is critical to the continued use of the Kerlow book in both academic and professional settings.

**3D for Graphic Designers**

*Ellery Connell*

978-1-118-00421-0 • 432pp • Paper w/DVD • 2011

3D for Graphic Designers offers a quick and efficient way for 2D digital artists to experiment, learn and implement 3D design into their work. The examples in this book allow artists to broaden their skills and client base as well as save money where outsourcing would have been the only previous option. Readers get hands-on basic training in working in 3D space, product design, industrial design and visualization, modeling, animation, lighting, and rendering -- skills necessary in today's competitive search for jobs in graphic design.

**3-D Human Modeling and Animation, 3rd Edition**

*Peter Ratner*

978-0-470-39667-4 • 400pp • Paper • 2009

This easy-to-follow book guides you through all the necessary steps to create and animate digital humans. Filled with detailed, practical information about creating and animating 3-D human models, it features more than 500 images and is accompanied by a CD that contains Quicktime tutorials tied to each chapter.

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Introduction to Two-Dimensional Design: Understanding Form and Function, 2nd Edition
John Bowers
978-0-470-16375-7 • 160pp • Paper • 2008

Introduction to Two-Dimensional Design, 2nd Edition provides a solid foundation in timeless design principles. With the help of more than 200 revealing illustrations, this book explores both the qualitative and quantitative aspects of 2D design, interweaving historical accounts with penetrating analyses of visual principles and issues found in important contemporary examples.

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MAYA

Autodesk Maya 2014 Essentials: Autodesk Office Press
Paul Naas
978-1-118-5750-79 • 304pp • Paper • 2013

Autodesk Maya Essentials teaches the basics of Maya modeling, texturing, animating, and visual effects to familiarize readers with the program as a whole. The hands-on projects offer realistic, job-related, professional challenges for those new to 3D, and to those coming from another 3D application. Each chapter leads with an introduction to the topic and explains methods, as well as why certain methods are used. Each chapter is richly illustrated with workflow-based projects and examples to make following the sometimes-difficult subject matter much easier and fun.

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Chapter 1 Understanding the Maya Interface, Chapter 2 Creating Your First Animation, Chapter 3 Modeling with Polygons, Part 1, Chapter 4 Modeling with Polygons, Part 2, Chapter 5 Modeling with Polygons, Part 3, Chapter 6 Sur facing Your Character, Chapter 7 Get ting Bent Out of Shape: Blend Shapes, Chapter 8 Dem Bones: Set ting Up Your Joint System, Chapter 9 Weighting Your Joints, Chapter 10 Rigging Your Character, Chapter 11 Set ting the Scene: Creating an Environment, Chapter 12 Making It Move: Animating Your Character, Chapter 13 Let There Be Light: Lighting Your Shot, Chapter 14 Rendering and Compositing Your Scene

Principles of Two-Dimensional Design
Wucius Wong
978-0-471-28960-9 • 104pp • Paper • 2009

Understanding the elements of two-dimensional design and the infinite options available in organizing choices made are at the core of this book. Wong surveys all concepts of forms and structures, covering most situations in two-dimensional composition, formal or informal.

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www.wiley.com/go/gdcatalog
Maya Studio Projects: Photorealistic Characters
Todd Palamar
978-0-470-94497-4 • 352pp • Paper • 2011

Maya Studio Projects: Photorealistic Characters is an all-projects book that shows you how to use Autodesk Maya 2012's tools to make realistic characters that are ready for professional-level films, videos, and games.

TABLE OF CONTENTS

Eric Keller
978-1-118-44160-2 • 400pp • Paper • 2013

Maya artists often have to find shortcuts and work-arounds to make the deadline while still delivering impeccable professional results. Sybex's Maya Visual Effects The Innovator's Guide, 2nd Edition takes that same "MacGyver" type approach as the first edition with new projects and new challenges for the intermediate to advanced Maya user. Just like in the studio, each chapter presents a director’s sketch on the back of a napkin envisioning fire, otherworldly phenomenon, and dreamlike sequences that the reader-artists have to interpret and bring to life in Maya.

TABLE OF CONTENTS
Chapter 1 Texture Effects, Chapter 2 Particle Effects, Chapter 3 Joint Rigging for Effects, Chapter 4 Creative Blend Shape Techniques, Chapter 5 Paint Effects, Chapter 6 Cloth Techniques, Chapter 7 Fluid Effects, Chapter 8 nHair and Fur Effects

Maya Studio Projects: Texturing and Lighting
Lee Lanier
978-0-470-90327-8 • 272pp • Paper • 2011

Maya Studio Projects: Texturing and Lighting is an all-projects book that shows you how to use Autodesk Maya 2012's shading and rendering tools to prepare your renders for film, video, and games. Learn industry techniques by following the projects in the book to light and texture a set of headphones, a female character, a military ambulance, and an interior room with skylights.

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## Maya

**Maya Studio Projects: Dynamics**  
**Todd Palamar**  
978-0-470-48776-1 • 272pp • Paper • 2009  

*Maya Studio Projects: Dynamics* is an all-projects book that shows you how to use particles, fluids, rigid bodies, nCloth, and nParticles individually and all at once, to create stunning film-quality effects.

**TABLE OF CONTENTS**  

## ZBrush

**Introducing ZBrush, 3rd Edition**  
**Eric Keller**  
978-1-118-24482-1 • 528pp • Paper • 2012  

This edition is fully updated, including coverage of ZBrush’s robust rendering tools. It dispels myths about the difficulty of ZBrush with a thorough tour and exploration of the program’s interface. Engaging projects also allow the reader to become comfortable with digital sculpting in with a relaxed and fun book atmosphere.

**TABLE OF CONTENTS**  

**ZBrush Professional Tips and Techniques**  
**Paul Gaboury, Rick Baker**  
978-1-118-06680-5 • 336pp • Paper • 2012  

Let Pixologic’s ZBrush expert Paul Gaboury show you all the cool things you can do with ZBrush to make your pipeline more productive or to just get things done with fewer steps. Paul reveals many treasures that can be found inside the most popular software application that has taken the CG industry by storm.

**TABLE OF CONTENTS**  
ZBrush Creature Design: Creating Dynamic Concept Imagery for Film and Games
Scott Spencer
978-1-118-02433-1 • 384pp • Paper • 2012

In ZBrush Creature Design, ZBrush expert Scott Spencer takes readers on a creative, hands-on journey through four distinct creature character projects (a biped, a quadruped, a female mystic, and an alien), illustrating the process of conceptualizing a design through to final rendering.

TABLE OF CONTENTS

ZBrush Character Creation: Advanced Digital Sculpting, 2nd Edition
Scott Spencer
978-0-470-57257-3 • 432pp • Paper • 2011

ZBrush Character Creation, 2nd Edition is a stunning four-color guide that blends technology with artistry. It offers detailed, hands-on tutorials to help maximize the reader’s potential for using this revolutionary software to create extraordinary 3D characters.

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ZBrush Digital Sculpting Human Anatomy
Scott Spencer
978-0-470-45026-0 • 416pp • Paper • 2009

This full-color book illustrates how to sculpt an accurate human figure starting with the skeleton and working out to muscle, fat and skin. Expert traditional and digital sculptor Scott Spencer leads the way with his easy-to-follow techniques for sculpting realistic human forms.

TABLE OF CONTENTS
3DS MAX

**Autodesk 3ds Max 2014 Essentials: Autodesk Official Press**
Randi L. Derakhshani, Dariush Derakhshani
978-1-118-57514-7 • 416pp • Paper • 2013

Autodesk 3ds Max Essentials: Autodesk Official Press teaches the basics of 3ds Max modeling, texturing, animating, and visual effects to familiarize readers with the program as a whole. The hands-on projects offer realistic, job-related, professional challenges for those new to 3D and to those coming from another 3D application.

**TABLE OF CONTENTS**
Chapter 1 The 3ds Max Interface, Chapter 2 Your First 3ds Max Project, Chapter 3 Modeling in 3ds Max: Architectural Model Part I, Chapter 4 Modeling in 3ds Max: Architectural Model Part II, Chapter 5 Introduction to Animation, Chapter 6 Animation Principles, Chapter 7 Character Poly Modeling: Part I, Chapter 8 Character Poly Modeling: Part II, Chapter 9 Character Poly Modeling: Part III, Chapter 10 Introduction to Materials: Interiors and Furniture, Chapter 11 Textures and UV Workflow: The Soldier, Chapter 12 Character Studio: Rigging, Chapter 13 Character Studio: Animation, Chapter 14 Introduction to Lighting: Interior Lighting, Chapter 15 3ds Max Rendering, Chapter 16 mental ray

**BLENDER**

**Introducing Character Animation with Blender, 2nd Edition**
Tony Mullen
978-0-470-42737-8 • 496pp • Paper • 2011

This friendly yet professional reference provides clear descriptions and illustrative screenshots to bring your character animation skills to the next level.

**TABLE OF CONTENTS**

**Mastering Blender, 2nd Edition**
Tony Mullen
978-1-118-27540-5 • 600pp • Paper • 2012

This book is the complete resource for intermediate and advanced users on the usages for the modeling, texturing, animation, and visual effects tools in a professional environment. It covers advanced topics on cloth, fur, and fluids, as well as Python scripting for improving productivity.

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BLENDER

**Blender Studio Projects: Digital Movie-Making**  
Tony Mullen, Claudio Andaur  
978-0-470-54313-9 • 272pp • Paper w/DVD • 2010

Through several real-world projects, *Blender Studio Projects* shows you how to use the open-source software in a studio setting to get professional results. Projects start from nothing, just as they do in the studio. But here, readers have a guide to take them step by step through attributes and tools. Projects encompass multiple disciplines to create finished, renderable objects. Although some step by step explanations are given, projects serve more as a guide for readers to complete their own version of the project. Each project comes with starter, intermediate, and final files to validate results, as well as movie files for reference.

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Introduction, Chapter 1: Blender in the Studio, Chapter 2: Planning and Preproduction, Chapter 3: Creating a 3D Animatic, Chapter 4: Modeling, Chapter 5: Rigging Characters, Chapter 6: Animating a Character Scene, Chapter 7: Descent into the Maelstrom, Appendix: About the Companion DVD, Index.

SKETCHUP

**Introduction to Google SketchUp, 2nd Edition**  
Aidan Chopra, Laura Town, Chris Pichereau,  
978-1-118-07782-5 • 554pp • Paper • 2012

This 2nd Edition prepares readers for the workforce. The content provides real-world and applied material, including better PowerPoint presentations and how-to animations.

**TABLE OF CONTENTS**

Game Design and Programming

**Gaming Development Fundamentals**

98-374 MTA Gaming Development Fundamentals

Microsoft Official Academic Course

978-1-118-35989-1 • 244pp • Paper • 2012

The Microsoft Technology Associate certification (MTA) curriculum helps instructors teach and validate fundamental technology concepts with a foundation for students' careers. This MTA text covers the following Gaming Development vital fundamental skills: understanding game design, understanding hardware, understanding graphics, and understanding animation technology.

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**Game Design Essentials**

Briar Lee Mitchell

978-1-118-15927-9 • 320pp • Paper • 2012

Game Design Essentials gives aspiring digital game designers and creators the essential fundamentals they need to get started in the growing field of gaming. This general but thorough overview teaches the core art and technology fundamentals of digital game design for the 21st century.

**Table of Contents**


**Game Design Secrets**

Wagner James Au

978-1-118-33774-5 • 408pp • Paper • 2011

Facebook, iOS, and the Web—today's largest gaming platforms—offer endless opportunities for game developers and want-to-be developers who want to turn their passion for games into a money making hobby or career. This book shows how that's done, synthesizing the insights of the industry's best game designers who all started small.

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Wiley Graphic & Digital Design Catalog | 2014

**GAME DESIGN AND PROGRAMMING**

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**ZBrush Studio Projects: Realistic Game Characters**

*Ryan Kingslien*

978-0-470-87256-7 • 320pp • Paper • 2010

This book offers tips and insights that provide readers with the depth and breadth they need to bring reality and creativity to their game characters and art. Projects start from the beginning, just as they do in the studio, with the author to guide you step by step through attributes and tools.

**Maya Studio Projects: Game Environments and Props**

*Michael McKinley*

978-0-470-52403-9 • 288pp • Paper • 2010

Author Michael McKinley shares techniques for getting the most out of Maya to create realistic, vivid, and compelling worlds and otherworldly props. Along the way, he provides notes and FYIs that give readers depth and breadth for bringing both reality and creativity to their game art.

**Game Design: Principles, Practice, and Techniques – The Ultimate Guide for the Aspiring Game Designer**

*Jim Thompson, Barnaby Berbank-Green, Nic Cusworth*

978-0-471-96894-8 • 192pp • Paper • 2007

This structured coursebook offers complete coverage of game design basics. Heavily illustrated with well-known game examples, the book is four-color throughout and is supported by a website that contains links to key websites, sample programs, and more.

**Level Up!: The Guide to Great Video Game Design**

*Scott Rogers*

978-0-470-68867-0 • 520pp • Paper • 2010

Level Up! covers the entire video game creation process, including developing marketable ideas and discovering what perils and pitfalls await them during a game's pre-production, production, and post-production stages. Rogers also provides creative ideas to serve as fuel for the reader's own projects from game theme and environments to gameplay mechanics.

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**Level 1 Welcome, N00bs!, Level 2 Ideas, Level 3 Writing the Story, Level 4 You Can Design a Game, But Can You Do the Paperwork?, Level 5 The Three Cs, Part 1—Character, Level 6 The Three Cs, Part 2—Camera, Level 7 The Three Cs, Part 3—Controls, Level 8 Sign Language—HUD and Icon Design, Level 9 Everything I Learned about Level Design, I Learned from Level 9, Level 10 The Elements of Combat, Level 11 They All Want You Dead, Level 12 The Nuts and Bolts of Mechanics, Level 13 Now You’re Playing with Power, Level 14 Multiplayer—the More the Merrier, Level 15 Some Notes on Music, Level 16 Cutscenes, or No One’s Gonna Watch ’Em Anyway, Level 17 And Now the Hard Part.**
3D Printing

**Fabricated: The New World of 3D Printing**
Hod Lipson, Melba Kurman
978-1-118-35063-8 • 320pp • Paper • 2013

Fabricated takes the reader onto a rich and fulfilling journey that explores how 3D printing is poised to impact nearly every part of our lives. Inside, they’ll meet pioneering teachers, small businesses, artists, surgeons and researchers who are applying 3D printing and innovative design software to expand the limits of what they do.

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Chapter 1: Everything is becoming science fiction, Chapter 2: A machine that can make almost anything, Chapter 3: Nimble manufacturing: Good, fast, and cheap, Chapter 4: Tomorrow’s economy of printable products, Chapter 5: Printing in layers, Chapter 6: Design software, the digital canvas, Chapter 7: Bioprinting in “living ink”, Chapter 8: Digital cuisine, Chapter 9: A factory in the classroom, Chapter 10: Unleashing a new aesthetic, Chapter 11: Green, clean manufacturing, Chapter 12: Ownership, safety, and new legal frontiers, Chapter 13: Designing the future, Chapter 14: The next episode of 3D printing 263

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**GAMING DEVELOPMENT AND PROGRAMMING**

**Swipe This! The Guide to Great Touchscreen Game Design**
Scott Rogers
978-1-19-96968-8 • 384pp • Paper • 2012

Tablet gaming has become the fastest growing video game market in history, an exciting playing field where any developer can gain success...with the right game. But where to start? Expert game designer Scott Rogers hands you the tools to create your own tablet game design for the iPad, Android tablets, Nintendo DS and other touchscreen systems. **Swipe This! The Guide to Great Tablet Game Design** presents Rogers’ hows and whys of tablet game design using proven techniques, wry observations and charming illustrations.

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**3D Printing For Dummies**
Kirk Hausman
978-1-119-96696-8 • 384pp • Paper • 2012

3D Printing For Dummies examines each type of 3D printing technology available today: stereolithography, selective sintering, fused deposition, and granular binding. Readers discover methods for the creation of 3D printable objects using software, 3D scanners including the Microsoft Kinect game controller, and even photographs through open source photogrammetric software applications like 123D Catch. The book then covers the potential for transformation of production and manufacturing, reuse and recycling, intellectual property design controls and the commoditization of traditional products from magazines to material goods.

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Ubiquitous Photography
Martin Hand
978-0745-64715-9 • 200pp • Paper • 2012

Ubiquitous Photography provides a critical examination of the technologies, practices, and cultural significance of digital photography, placing the phenomenon in historical, social, and political-economic context. It examines shifts in image-making, storage, commodification, and interpretation as highly significant processes of digitally mediated communication in an increasingly image-rich culture. It covers debates in social and cultural theory, the history and politics of image-making and manipulation, the current explosion in amateur photography, tagging and sharing via social networking, and citizen journalism.

TABLE OF CONTENTS
1 Ubiquitous Photography: an introduction, 2 Visual Culture, Consumption, and Technology, 3 Images and Information: variation, manipulation and ephemerality, 4 Technologies and Techniques: reconfiguring camera, photographer and image, 5 Memory and Classification: between the album and the tag cloud, 6 Conclusion: ubiquitous photography and public culture

Zen of Post Production: Stress-Free Photography Workflow and Editing
Mark Fitzgerald
978-1-118-74942-5 • 384pp • Paper • 2013

Post-production tasks such as downloading, sorting, tagging, editing, and distributing images can be overwhelming and stressful, especially for creative-minded photographers. Zen of Post Production: Stress Free Photography Workflow and Editing will help photographers reduce stress by providing effective, efficient, and hassle-free post-production solutions.

TABLE OF CONTENTS
Adobe Photoshop

Photoshop CC Digital Classroom
Jennifer Smith
978-1-118-63956-6 • 448pp • Paper w/DVD • 2013

This book includes 13 self-paced lessons that let you discover essential skills and explore new features and capabilities of Adobe Photoshop. Each lesson includes step-by-step instructions, and lesson files, along with video tutorials that complement the topics covered in each lesson.

Advanced Adobe Photoshop CS6 Digital Classroom
Jennifer Smith, AGI Creative Team
978-1-118-12414-7 • 416pp • Paper • 2012

Advanced Photoshop CS6 Digital Classroom includes 13 self-paced lessons that let you expand on the essential skills and explore the new advanced features and capabilities of Adobe Photoshop.

Teach Yourself VISUALLY Photoshop CC
Mike Wooldridge, Brianna Stuart
978-1-118-64364-8 • 352pp • Paper • 2013

This book guides users through basic Photoshop CC tasks and also introduces some intermediate techniques to help them create images with impact. The book covers the most important features of PHOP including: importing photos from digital cameras and scanners, using the new creative options, retouching and repairing damaged photos, enhancing digital images, add custom 3-D effects, editing images for posting on the Web, creating a Web photo gallery, incorporating graphics into desktop publishing programs, color management, using palettes, compositing, using layers, applying gradients, and setting type and filters.

Photoshop CC Bible
Lisa DaNae Dayley, Brad Dayley
978-1-118-64369-3 • 1272pp • Paper • 2013

Photoshop CC Bible is the only book you need to succeed in any Photoshop endeavor. It shows readers how to retouch, color correct, manipulate, and combine images using Photoshop CC. Readers will learn to create cutting-edge special effects for their digital or film-based images, and use them on the web or in print. The easy and approachable writing style demystifies even the most complex Photoshop CC tasks. You’ll master every aspect of Photoshop CC—from image-editing basics to techniques for working with camera raw images.
**PHOTOSHOP**

**Introduction to Adobe Photoshop CS6 with ACA Certification**

AGI Creative Team

978-1-118-39408-3 • 400pp • Paper • 2012

Including over 3 hours of online video tutorials, this book provides students with a complete introduction to Photoshop, along with comprehensive coverage of the Adobe Certified Associate (ACA) certification.

**Lightroom 4: Streamlining Your Digital Photography Process**

Nat Coalson

978-1-118-20617-1 • 512pp • Paper • 2012

This book offers you the digital imaging fundamentals and the Lightroom-specific skills you need to quickly learn and retain a mastery of Lightroom 4. Written and designed by a professional photographer, designer, and instructor, it is designed to simplify and accelerate the learning process and is unique in both content and presentation.

**LIGHTROOM**

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Autodesk Smoke Essentials: Autodesk Official Press
Alexis Van Hurkman
978-1-118-63517-9 • 400pp • Paper • 2013

Autodesk Smoke Essentials teaches the basics of Smoke, touted as all-in-one “finishing software” that incorporates video editing, digital compositing and visual-effects tools. The hands-on projects offer realistic, job-related, professional challenges for those new to Smoke, and to those coming from another video-editing or compositing software package. The projects use professional video footage that is the perfect canvas for learning all the techniques a professional digital artist needs to begin with Smoke.

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Premiere Pro CC Digital Classroom
Jerron Smith
978-1-118-63960-3 • 352pp • Paper w/ DVD • 2013

Premiere Pro CC Digital Classroom is like having your own personal instructor guiding you through each lesson, while you work at your own pace. This book will include 15 self-paced lessons that let you discover essential skills and explore the new creative possibilities allowed for in Premiere Pro CC. Each lesson will consist of step-by-step instructions, lesson files, along with video tutorials that complement the topics covered in each lesson. These accompanying files are provided on the included Premiere Pro CC Classroom DVD and are developed by the team of instructors and experts.

After Effects CC Digital Classroom
Jerron Smith
978-1-118-70960-4 • 384pp • Paper w/ DVD • 2013

After Effects CC Digital Classroom is like having a personal instructor guiding readers through each lesson, while they work at their own pace. This book includes 10 self-paced lessons that let readers discover essential skills and explore new features and capabilities of Adobe After Effects CC. Every lesson is 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 AFER After Effects CC experts who have created many of the official training titles for Adobe Systems.
DESKTOP PUBLISHING / WEBSITE DESIGN AND DEVELOPMENT

InDesign CC Digital Classroom
Christopher Smith
978-1-118-63964-1 • 496pp • Paper w/DVD • 2013

InDesign CC Digital Classroom is like having your own personal instructor guiding you through each lesson while you work at your own speed. This book includes 13 self-paced lessons that let you discover essential skills and explore the new features and capabilities of InDesign. Each lesson includes step-by-step instructions and lesson files, along with video tutorials that complement the topics covered in each lesson. These accompanying files are provided on the included DVD, developed by the same team of Adobe Certified Instructors and InDesign experts who have created many of the official training titles for Adobe Systems.

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WEB DESIGN AND DEVELOPMENT

Exam 98-363: MTA Web Development Fundamentals
Microsoft Official Academic Course
978-0-470-88915-2 • 216pp • Paper • 2012

This text helps students master the basic skills of creating basic and interactive web pages. They will gain an understanding of XML, The DataSet, The DataReader and WCF, along with information covering the fundamentals of Client-Side Scripting and Ajax Concepts as well as handling debugging and errors.

TABLE OF CONTENTS
Building a successful business based on WordPress is about more than just being a great developer (although that's important). WordPress: Pushing the Limits teaches you how to work effectively with clients, manage a project team, scale up the way you develop with WordPress for larger projects and push WordPress so that your clients have the customized site they need. You'll discover that in many instances there's more than one approach to a challenge and learn how to choose the best one for you, your client and the rest of your team.

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HTML and CSS: Design and Build Websites
Jon Duckett
978-1-118-00818-8 • 512pp • Paper • 2011

HTML and CSS: Learn to Design and Build Websites teaches readers the basics of HTML and CSS. This book is unique because it throws away dull templates and presents the information in full color, with the use of helpful info-graphics.

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Web Design with HTML and CSS Digital Classroom, (Book and Video Training)
AGI Creative Team, Jennifer Smith, Jeremy Osborn
978-0-470-95222-1 • 384pp • Paper • 2011

Web Design with HTML and CSS Digital Classroom is like having your own personal instructor guiding you through each lesson, while you work at your own pace. This book includes 12 self-paced lessons that let you discover essential skills and explore new aspects of and possibilities in Web design.

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HTML and CSS: Design and Build Websites
Jon Duckett
978-1-118-00818-8 • 512pp • Paper • 2011

Using a visual approach to demonstrate the HTML5 programming language, this book builds from existing HTML knowledge, offering visual learners a solid reference that employs straightforward examples to teach developers how to utilize the newest HTML5 techniques.

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WEBSITE DESIGN AND DEVELOPMENT

HTML, CSS, XML

CSS3 Foundations
Ian Lunn
978-1-118-35654-8 • 352pp • Paper • 2012

CSS3 Foundations will teach you how to turn plain words and images into stunningly beautiful websites using HTML5. HTML5 Foundations will give you the knowledge to move beyond the constraints of prebuilt themes and simple site building tools. It will empower hobbyists, freelancers, and entrepreneurs, to create fully customised websites that match their needs perfectly.

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Chapter one Understanding CSS and the Modern Web, Chapter two Getting Started, Chapter three Mastering The Power of CSS Selectors, Chapter four Creating Styles Using Property Values, Chapter five Adding Presentational Styles, Chapter six Creating A Basic Page Structure, Chapter seven Creating Space and Understanding the Box Model, Chapter eight Creating a Multicolumn Layout, Chapter nine Understanding Display, Position, and Document Flow, Chapter ten Styling Fonts and Text, Chapter eleven Adding 2D Transforms, Chapter twelve Going Beyond with 3D Transforms, Chapter thirteen Bringing Your Website to Life with Transitions and Animations, Chapter fourteen Testing Across Multiple Browsers, Chapter sixteen Making Your Website Look Great Across Multiple Devices, Chapter seventeen Final Steps and Conclusion.
**HTML, CSS, XML**

**Beginning XML, 5th Edition**

Joe Fawcett, Danny Ayers, Liam R. E. Quin,

978-1-118-16213-2 • 864pp • Paper • 2012

Beginning XML 5th Edition begins with new material on the current-day advantages and disadvantages of XML. It moves on with added material updating standards and the current uses of XML. Best practices and new detail of namespaces follow.

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**JavaScript and jQuery**

**JavaScript & jQuery: Interactive Front-End Web Development**

Jon Duckett

978-1-118-53164-8 • 464pp • Paper • 2013

Unlike the majority of books on JavaScript or jQuery, this title covers both (because jQuery makes it easier and faster to develop your own scripts), and it does not assume experience of either of these technologies. It makes use of some popular jQuery plugins to illustrate techniques that would otherwise require many pages of detailed explanation (if the reader were being taught to create the plugins from scratch themselves).

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**98-375 MTA HTML5 Application Development Fundamentals**

Microsoft Official Academic Course

978-1-118-35993-8 • 244pp • Paper • 2012

Perfect for adding HTML web app development to any existing programming course, 98-375 MTA HTML5 Application Development Fundamentals covers all aspects of HTML5 and everything required to earn the Microsoft Technology Associate certification.

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**Beginning XML, 5th Edition**

Joe Fawcett, Danny Ayers, Liam R. E. Quin,

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**Professional jQuery**

Cesar Otero, Rob Larsen

978-1-118-02668-7 • 336pp • Paper • 2012

jQuery is one of the hottest emerging web development technologies. Fully supported by Microsoft, Google, and a who’s who list of companies and platforms it simplifies the development of standards based interactive websites. Professional jQuery provides a complete, in depth look at jQuery and related technologies providing developers a single source of all the information they need to maximize their web development skills.

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Introduction, Part I jQuery Fundamentals. Chapter 1 Getting Started, Chapter 2 Javascript Primer, Chapter 3 The jQuery Core, Chapter 4 Dom Element Selection And Manipulation, Chapter 5 Event Handling, Chapter 6 Html Forms, Data, And Ajax, Chapter 7 Animations And Effects, Part II Applied jQuery, Chapter 8 jQuery Ui Part I--Making Things Look Stick, Chapter 9 Jquery Ui Part II--Mouse Interactions, Chapter 10 Writing Effective Jquery Code, Chapter 11 Jquery Templates, Chapter 12 Writing Jquery Plugins, Chapter 13 Advanced Asynchronous Programming With Jquery Deferred, Chapter 14 Unit Testing With Qunit
WEBSITE DESIGN AND DEVELOPMENT

JAVASCRIPT AND JQUERY

Professional JavaScript for Web Developers,
Third Edition
Nicholas C. Zakas
978-1-118-02669-4 • 960pp • Paper • 2012

Professional JavaScript, 3rd Edition, written by best selling author Nicholas Zakas, updates one of Wrox’s best selling and best reviewed JavaScript books. This update includes significant advances in using JavaScript along with the HTML5 and CSS 3 which increase demand for JavaScript knowledge.

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DREAMWEAVER

Dreamweaver CC
Mike Arguin
978-1-118-64015-9 • 512pp • Paper w/DVD • 2013

This book includes 16 self-paced lessons that help you discover essential skills and explore the new features and capabilities of Dreamweaver. Each lesson includes step-by-step instructions and lesson files, along with video tutorials that complement the topics covered in each lesson.

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Introduction to Adobe Dreamweaver CS6 with ACA Certification
AGI Creative Team
978-1-118-39406-9 • 400pp • Paper • 2012

Written by expert instructors, this book offers a comprehensive introduction to Adobe Dreamweaver and provides all the classroom tools needed to teach a complete certification program.

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Adobe Flash Professional CS6 Digital Classroom
AGI Creative Team
978-1-118-12408-6 • 480pp • Paper • 2012

Flash Professional CS6 Digital Classroom is like having your own personal instructor, guiding you through each lesson while you work at your own speed. This book includes 15 self-paced lessons that let you discover essential skills and explore the new features and capabilities of Flash Professional.

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Adobe Flash Professional CS6 Essentials
William Heldman
978-1-118-12965-4 • 368pp • Paper • 2012

The full-color text teaches the basics of Flash using real-world projects that give users a foundation in rich media communications—projects that also prepare them to become Adobe Certified Associates.

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Flash Professional CS6 with ACA Certification
AGI Creative Team
978-1-118-39407-6 • 400pp • Paper • 2012

This comprehensive introduction-to-Flash textbook offers complete coverage of the Adobe Certified Associate (ACA) certification and over three hours of online video tutorials for students.

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