

Recommended Reading



Blue Collar/ White Collar

By Sterling Hundley

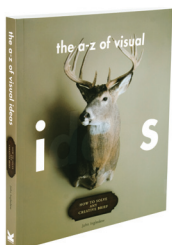
As the title suggests, Sterling Hundley straddles the world of illustration and fine art, and this retrospective monograph demonstrates his deft skill through his own words and art. Full of lush visuals, this gem of a book proves it is *all* art. 160 pages, hardcover, \$24.95, AdHouse Books.



Brandwashed

By Martin Lindstrom

An exposé of sorts on how some the world's largest brands manipulate and persuade. One shocking revelation: Our addiction to mobile phones can be harder to shake than drugs or alcohol. Think you're immune? Take the Brandwashed Intelligence test on Lindstrom's site. 304 pages, hardcover, \$25, Crown Business.

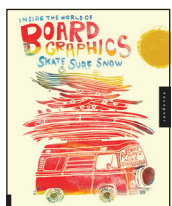


The A-Z of Visual Ideas

How to Solve Any Creative Brief

By John Ingledew

From color, irony and juxtaposition, to shadows, shock and satire, this guide quickly defines visual ideas and gives examples to jumpstart imaginations. At its core, this is a creative tool kit. 224 pages, softcover, \$30, Laurence King Publishers.



Inside the World of Board Graphics

Skate Surf Snow

By Robynne Raye &
Michael Strassburger

The board, no matter the sport, is a graphic playground. Raye and Strassburger of Modern Dog Design Co. take us on a tour of board graphics from around the world, complemented by artist profiles and interviews (Hannah Stouffer, James Victore, Art Chantry and many more). Whether vertical or horizontal, it's an impressive graphic collection. 224 pages, softcover, \$35, Rockport Publishers.

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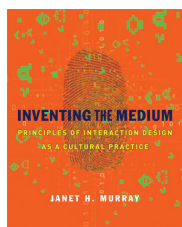


Brand Bible

The Complete Guide to Building, Designing, and Sustaining Brands

Edited by Debbie
Millman

In the foreword, Steven Heller writes, "This book will help the reader understand what it takes to build, design, 'activate' and sustain brands." And the practice of contemporary branding—no longer hot irons for bovines—when clearly understood can be a powerful thing. The *Brand Bible* is broken down into three categories: Building Brands (brands throughout history up to emerging markets), Sustaining Brands (the evolution of brands in key areas—cars, retail, beauty and more) and Designing Brands (How to brand... a book, beverage, city, print—Q&As with designers). It's this last section that holds key insights into today's leading brands, not to mention examples of delicious design. 312 pages, flexi-bind, \$45, Rockport Publishers.



Inventing the Medium

Principles of Interaction Design as a Cultural Practice

by Janet H. Murray

There are times, when the stars align and a book arrives, just in time to make it into an annual that's dedicated to the topic. *Inventing the Medium* is that book—at its core, it's about design in the rapidly evolving digital field. According to Murray, designing in the digital medium differs from other design practices. "We are dealing with an immature medium, which is much more diffuse and has much cruder building blocks at its disposal than a mature medium like print... in the digital sphere we have often had to invent the building blocks of design while we are designing the specific artifact." Murray defines the design space through four principles: encyclopedic, spatial, procedural and participatory, and gives strategic advice on how to exploit them. It's a hefty book, with dense discussions on interactive design as a cultural practice. A must read for anyone working to solve digital design problems. 483 pages, hardcover, \$50, The MIT Press.

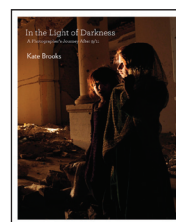
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Type Image

By Barbara Brownie

Type and image have long lived side by side, yet still remain two separate entities. *Type Image* challenges that relationship by examining work that sits within its historical divide. Author Brownie has compiled an intriguing collection of pictorial forms created by typed characters. Chapters titled Typographic Landscapes, Typographic Portraits, Texture & Pattern foreshadow content that transcends linguistic meaning. 224 pages, hardcover, \$39.95, Gingko Press.



In the Light of Darkness

A Photographer's Journey After 9/11

By Kate Brooks

Just ten days shy of the ten-year anniversary of 9/11, *In the Light of Darkness* was published. The book documents Kate Brooks's journey through a decade of war—leading up to last year's Arab Spring. She finds the spirit of humanity amidst the chaos of war, and though her photographs capture images that are now part of the "collective memory of human consciousness," it is her words that leave indelible marks on our hearts. It's impossible to remain desensitized to world-changing events after reading her firsthand accounts. 252 pages, hardcover, \$45, Schilt Publishing.



Lettering

A Reference Manual of Techniques

By Andrew Haslam

For a manual, *Lettering* goes above and beyond in terms of aesthetics. This isn't a manual you can throw in a purse or the glove compartment of a car. The emphasis here is on reference. Detailed text and step-by-step photos demonstrate over 80 lettering techniques that answer the question: How are letters made? 240 pages, hardcover, \$50, Laurence King Publishing.