Graphic Design

Find Books on Graphic Design Try using any of the following words/phrases when doing a **subject search** in ADDISON to locate books on graphic design and related topics.

General
- commercial art
- commercial art – history
- communication in art
- communication in design
- design
- graphic arts
- graphic arts – history
- visual communication

Advertising
- advertising campaigns
- advertising layout and typography

Digital Design
- computer animation
- computer art
- computer drawing
- computer graphics
- digital media
- digital video
- type and type-founding -- digital techniques

Illustration
- biological illustration
- botanical illustration
- medical illustration
- illustration of books
- illustrators
- scientific illustration
- technical illustration
- zoological illustration

Information Design
- graphic methods
- signs and signboards
- signs and symbols
- statistics -graphic methods

Logos & Trademarks
- logos
- logotypes
- trademarks

Package Design
- packaging
- packaging – design
- containers
- containers – design

Designers
- commercial artists
- designers
- illustrators

Typography
- graphic design (typography)
- printing -- specimens
- type and type-founding -- digital techniques
- typography

Keyword Search You can also try **keyword** searches in Addison. For example:

- Italian graphic design

Designer/Artist/Author Search If you know the name of the author, designer, firm, or company try an **author** and/or subject search in Addison:

- Scher, Paula
- Kalman, Tibor
- Vienne, Veronique

Title Search If you know the exact title of the book or journal you want, try a **title** search in Addison:

- Mixing Messages
- Sagmeister Made You Look

Browsing the Library Stacks

There are areas of the library that have books and journals specific to the graphic design field, however, you will find a wealth of material in areas *not* specific to graphic design (marketing, industrial design, etc.) that hold potential for informing your work as a designer. Use your imagination and keep an open mind when looking for information.

HF
HF5801-6182   Advertising.

NC's
Drawing. Graphic Design. Illustration.
NC997-1003   Commercial and Advertising Art.
NC1003   Trademark Design.

NC999's   Individual graphic designers and firms. Biographies.
NC1300-1776   Caricature. Pictorial humor and satire.
NC1800-1850   Posters.
NC1860-1896   Greeting cards, postcards, invitations, book jackets, etc.

NE
Print Media.

NK
Decorative Arts.

TR
Photography (including fashion and commercial
photography)

TS195 - 198.8
Packaging Design

Z116.A5- 265.5
Typography

Find Articles on Graphic Design Here is a selected list of library-provided databases that contain materials related to graphic design (Available to VATech community only). You will find article citations and sometimes full-text articles on graphic design in these databases. From the University Library's homepage (http://www.lib.vt.edu) click on the "articles/databases" link, or go directly to http://www.lib.vt.edu/dsp/index.php?action=AllDatabases for an A-Z list of databases/links.

▪ **ABI/Inform Global (online & full-text):** Covers business and management topics. Includes citations to articles in over 1000 journals in business, management, finance, and economics. Abstracts coverage is from 1971 to the present. Full-text coverage is from 1991 to the present. Full text available for 500+ journals. Use the "Topic Finder" to track articles on package design, graphic design companies, advertising campaigns and MUCH more.

• **Art Full Text:** Citations back to 1984, with full text as far back as 1997. Subjects include antiques, archaeology, architecture & architectural history, art history, contemporary art, costume, crafts, decorative arts, folk art, graphic arts, industrial design, installation art, interior design, landscape architecture, motion pictures, museology, non-western art, painting, photography, pottery, sculpture, television, textiles, video art, etc.

• **CSA Illumina – Arts & Humanities Database Search:** CSA Illumina allows searching across the following databases – *Art Bibliographies Modern, Avery Index to Architectural Periodicals, Design and Applied Arts Index,* and *Bibliography of the History of Art.* These databases may also be searched individually.

    o **ARTbibliographies Modern (ABM)** provides full abstracts of journal articles, books, essays, exhibition catalogs, PhD dissertations, and exhibition reviews on all forms of modern and contemporary art, with more than 13,000 new entries being added each year. Entries date back as far as the late 1960s. ABM is the premier source of information on modern and contemporary arts dating from the late 19th century onwards, including photography since its invention. It includes abstracts of English and foreign-language material on famous and lesser-known artists, movements, and trends.

    o The **Avery Index to Architectural Periodicals** offers a comprehensive listing of journal articles on architecture and design, including bibliographic descriptions on subjects such as the history and practice of architecture, landscape architecture, city planning, historic preservation, and interior design and decoration. It contains more than 440,000 thousand entries surveying over seven hundred American and international journals. These include not only scholarly and popular periodical literature, but also publications of professional associations, American state and regional periodicals, and the major serials on architecture and design of Europe, Asia, Latin America, and Australia.

    o The **Bibliography of the History of Art (BHA)** covers the current international literature on the history of art. BHA surveys the visual arts and material culture from late antiquity to the present. Included are both the fine arts (architecture, sculpture, painting, drawing and prints) and decorative and applied arts (popular art, folk art). BHA indexes and abstracts 1,400 journals, as well as books, conference proceedings, essays, exhibition catalogues, selected art dealers' catalogues, doctoral dissertations and microform publications. Abstracts are in either French or English and the thesaurus for data from 1990 is in both languages. BHA incorporates the complete contents of International Repertory of the Literature of Art (RILA) and Repertoire d'Art et d'Archeologie (RAA).

    o The **Design and Applied Arts Index (DAAI)** contains over 130,000 annotated references from more than 500 design and craft journals and newspapers published from 1973 onwards, and data on over 50,000

designers, craftspeople, studios, workshops, firms etc., making it the largest index of its kind in the world. Research articles are covered, along with topical news items, conference and seminar reports, and book, video and exhibition reviews.

- **Grove Dictionary of Art Online (full-text):** Offers over 45,000 full-text signed articles on a vast range of visual arts and architecture topics from prehistory through the present. (Also available in print: N6847 G758 2000 ART/ARCH REFERENCE)

- **Index to 19th Century Art Periodicals:** Indexes art periodicals published in the United States during the 19th century. Since entire journal contents are indexed - articles, art notes, illustrations, stories, poems, and advertisements - the index is a source of information on popular culture and industry, as well as artists and illustrators, painting, sculpture, drawing, photography, architecture and design, exhibitions and sales, decoration, and collecting.

- **Infotrac Onefile:** The interdisciplinary nature of graphic design may require you to search indexes outside the fields of art and architecture. Infotrac is an index that covers a wide variety of disciplines and includes some full-text to five major newspapers, 89 newswires, general interest periodicals and refereed academic journals.

- **LexisNexis Academic:** Access to over 1 billion full-text documents covering a wide variety of subjects. Search for documents in these broad areas: News, Business, Legal Research, Medical, and Reference.

- **LexisNexis Statistical:** Indexing and abstracts to statistical reports from U.S. federal and state governments, or from privately published, international, or intergovernmental sources.

Journals & Design Annuals: This is a *selected* list of publications covering graphic design that the University Libraries currently receive. All titles are located in the Art and Architecture Library, unless otherwise noted. Check Addison, the online library catalog for specific holding information. A complete list of journals held at the Art and Architecture Library is available online at: http://www.lib.vt.edu/services/branches/artarch/currents_list.pdf

365: AIGA Year in Design (annual)	NC998.5 A1 A37
American Illustration (annual)	NC975 A46
Art Directors Annual (annual)	NC997 A1 A6
Communication Arts	NC997 A1 C2
Creativity (annual)	NC997 A1 C6
Design Week	1985-present available full-text online from the e-journals database
Digital Photo (annual)	TR267 D54 (regular stacks)
Emigre	NC997 A1 E4 FOLIO
Graphis	N8 G73
Graphis Design Annual	NC997 A1 G75 (regular stacks)
How	NC1000 H68
Idea: International Advertising Art	NC1 A28
Illustrators (annual)	NC975 A1 I5
Information Design Journal	Older issues (1982-1995) in print are at Newman (P87 I53); Full-text articles from 2001 only are available online through the e-journals database and the Ingenta database
Interactive Design (annual)	NC997 A1 I57 (regular stacks)
Leonardo	Available online – link from Addison or the e-journals database; back issues are in the library: N6350 L43
Novum	NC997 A1 G4
Print	Z119 P8985
Typography: The Annual of the Type Directors Club	Z243 A2 T95 (regular stacks)

What is/was…Who is/was…?
Find Background Information on designers, specific products, movements, etc.

- ***Artspeak: A Guide to Contemporary Ideas, Movements, and Buzzwords, 1945 to the Present.*** Atkins, Robert. 2nd ed. New York: Abbeville Press Publishers, 1997. (N6490 A87 1997 ART/ARCH REF) Using the

categories *who*, *when*, *where* and *what* the author presents a glossary of ideas, movements and terminology from the post-1945 world of art. Also includes cross-references and a handy timeline of movements.

- ***ArtSpoke: A Guide to Contemporary Ideas, Movements, and Buzzwords, 1848-1944.*** Robert Atkins. New York: Abbeville Press, 1993. (N6447 A85 1993 ART/ARCH REF) Same format as *ArtSpeak*, but for an earlier period.

- ***Contemporary Designers.*** Sara Pendergast, editor. 3rd ed.Detroit: St. James Press, 1996. (NK1390 C655 1996 ART/ARCH REF) Entries provide in-depth biographical information on important contemporary designers from a variety of design fields including graphic design.

- ***The Design Encyclopedia.*** Mel Byars. New York: Wiley, 1994. (NK1370 B93 1994 ART/ARCH REF)

- ***The Designer's Lexicon: The Illustrated Dictionary of Design, Printing, and Computer Terms.*** Alastair Campbell. San Francisco, Calif.: Chronicle Books, 2000. (NC1000 C28 2000 ART/ARCH REF)

- ***Glossary of Art, Architecture, & Design Since 1945.*** Walker, John A. 3rd ed., rev. and enl. Boston: G.K. Hall, 1992. (N34 W34 1992 ART/ARCH REF) Similar to ***Artspeak*** this is a glossary of terms in the art and design fields that includes harder to find and perhaps forgotten descriptions of movements, buzzwords and concepts such as the "Grey Organization (GO)" and "Unexpressionism".

- ***The Thames and Hudson Encyclopaedia of 20th Century Design and Designers***. Guy Julier. New York, N.Y.: Thames and Hudson, 1993. (NK1390 J85 1993 ART/ARCH REF) Includes brief descriptions of important publications, exhibitions, schools, terms, concepts, movements, modes of production, influential materials and techniques as well as biographical information on important designers.

- ***Women Designers in the USA, 1900-2000: Diversity and Difference.*** Pat Kirkham, ed. New Haven, CT: Yale University Press, 2000. (NK1404 W66 2000 ART/ARCH REF) A pioneering work on women designers, this publication (that accompanied the 2002 exhibition at the Bard Graduate Center) is a welcome addition to the sparse literature on women in design. Fourteen essays authored by specialists in the field cover just about every design discipline, including graphic design. More than a timeline, the "context line" at the front of the book features highlights in the history of women in design within the context of 20th Century women's history.

Professional Associations & Resources

- **American Institute of Graphic Arts (AIGA):** http://www.aiga.org/ The AIGA site includes salary surveys, a job bank and members can list their profiles online for prospective employers to view.

- **Art Directors Club of Metropolitan Washington:** http://www.adcmw.org/

- **Artist's & Graphic Designer's Market: Where & How to Sell Your Illustration, Fine Art, Graphic Design & Cartoons.** Cincinnati, Ohio : F&W Publications [for] Writer's Digest Books (annually). (N8600 A77 ART/ARCH REF)

- **Careers by Design.** Goldfarb, Roz. New York: Allworth Press, 2002. (NC1001 G65 2001 ART/ARCH)

- **Color Marketing Group (International Association for Color and Design Professionals:** http://www.colormarketing.org/

- **Graphic Artists Guild:** http://www.gag.org/

- ***Graphic Artists Guild Handbook: Pricing & Ethical Guidelines.*** New York: The Guild. (NC1001.6 G7 ART/ARCH REF)

- **Organization of Black Designers:** http://www.core77.com/OBD/index.html

- **Society for Environmental Graphic Design:** http://www.segd.org/

- **Associations Unlimited (online):** Information on associations, including 23,000 U.S. national associations, 19,000 international associations, 102,000 U.S. regional, state and local associations, and 300,000 U.S. 501(c) nonprofit organizations. Link from the University Libraries homepage, under "catalogs, directories, reference".

Design Writing   Here are just a few examples of the types of writing that you will likely need to do (and do quite effectively) during your design career:

Annual reports	Marketing correspondences
Articles	Promotional copy
Brochures	Research reports
Cover letters for job applications	Speeches
Design award applications	

Writing Guides
Writing for Design Professionals: A Guide to Writing Successful Proposals, Letters, Brochures, Portfolios, Reports, Presentations, and Job Applications for Architects, Engineers, and Interior Designers. Stephen A. Kliment.   New York: W.W. Norton, 1998. (NA1996 K57 1998 ART/ARCH) While geared specifically for architects, engineers and interior designers, most of the text is applicable to the industrial design field. A wide variety of scenarios is explored, from writing cover letters and formal e-mail correspondence, to writing marketing brochures and portfolios.

Citation and Style Manuals Online (including MLA): http://www.lib.vt.edu/find/eref/toc/citation.html

VIRGINIA POLYTECHNIC INSTITUTE AND STATE UNIVERSITY