

IDEAS
FOR
INSPIRATION

part 1



I have a lot of books about graphic design. Some of them a little older but I can find so much good information.

I think even although trends change every year, the basic principles of design remain the same and is very important to read as much as possible.

I am little old-fashioned - I still prefer reading the physical book and not the digital copy. The feeling is different . But is important to have your own library - either physical or digital.

INSPIRATION FROM Your Personal Lybrary

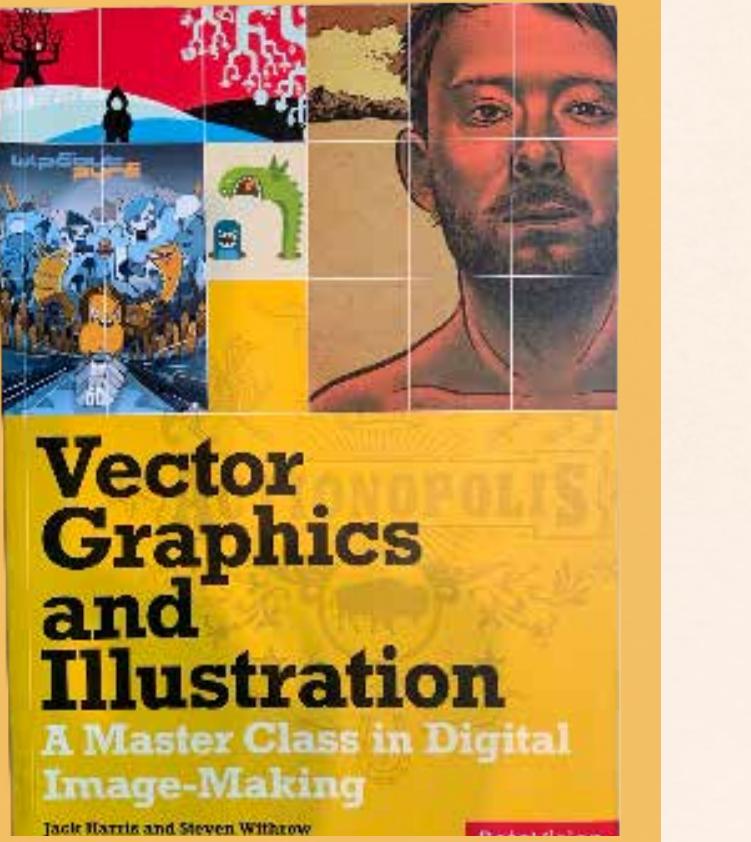


Merz to Emigre and Beyond: Avant-Garde Magazine Design of the Twentieth Century

by Steven Heller

This book surveys the “paper” stage of twentieth century avant-garde periodical publishing, specifically the design and typography of numerous magazines, newspapers, reviews and journals that in various ways have changed sanctity of art, politics, society and culture”

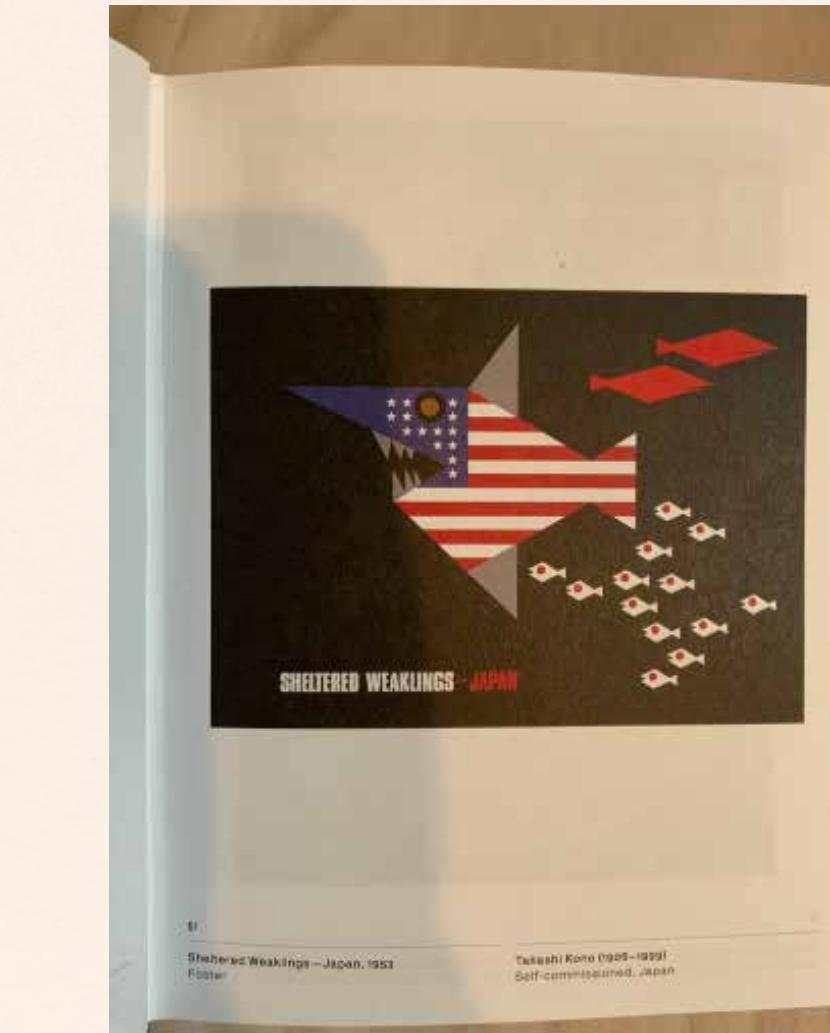


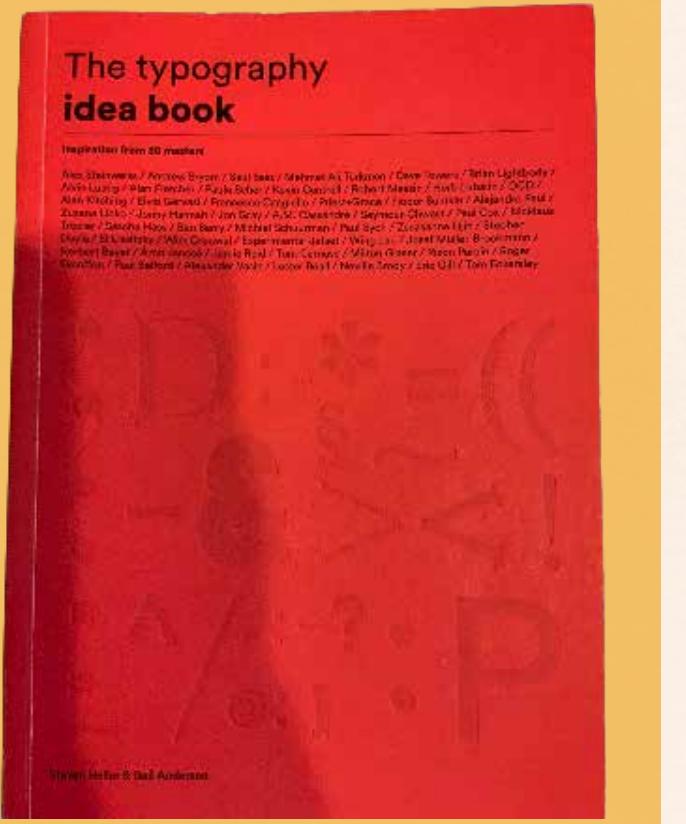


Vector Graphics and Illustration

by Jack Harris and Steven Withrow

"In this book the authors turn the spotlight on this instantly recognizable and popular technique. A highly illustrated and practical manual, it covers not just the how, but also the why of vector art by detailing the thought processes and the choices made by experienced artists at every creative stage."





The typography idea book

Steven Heller & Gail Anderson

“Playing with typographic puzzle pieces is one of the joys of graphic design, and typographers have many entertaining, esoteric and exoteric options at their disposal. This book presents 50 of the most inspiring approaches used by masters of the field from across the world.”



© Alex Kostromina, 1941



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Before & After: How to design cool stuff

by John McWade

“This book is for every designer, young and old, who is looking for inspiration as well as instruction. In his friendly, straightforward style, McWade breaks down simple, elegant designs and shows you both why and how they work, so you can use the same techniques yourself over and over again to improve your designs.”

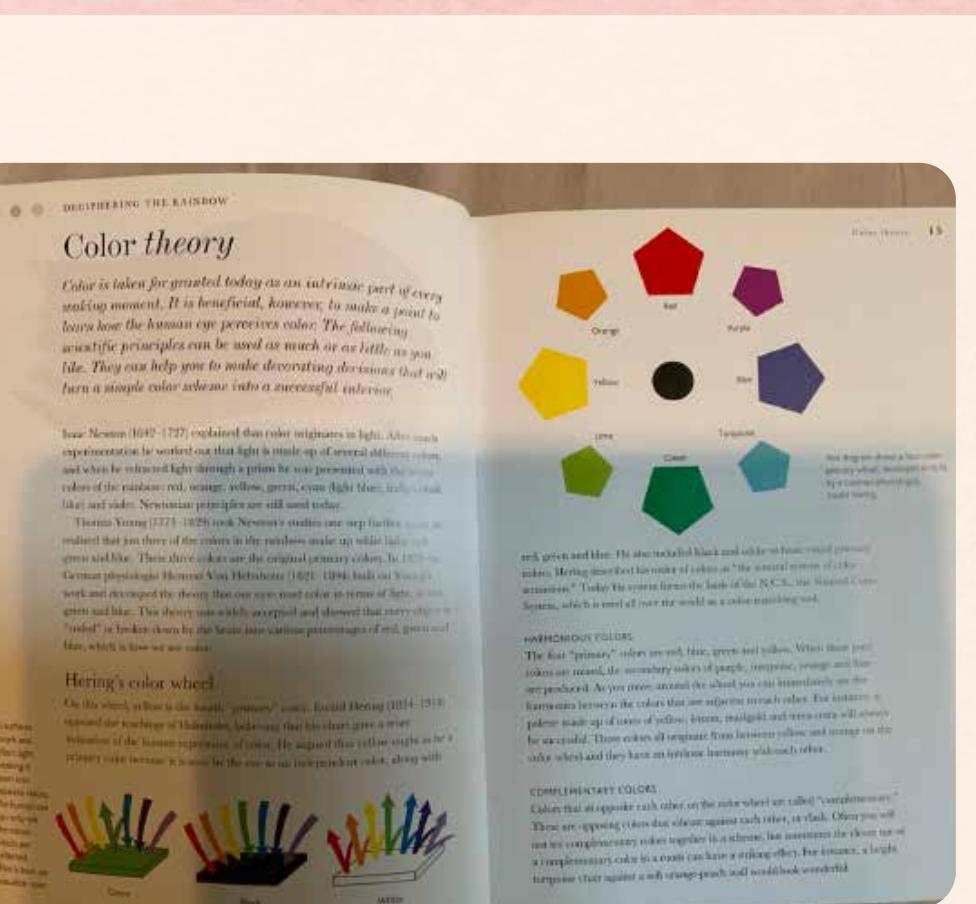


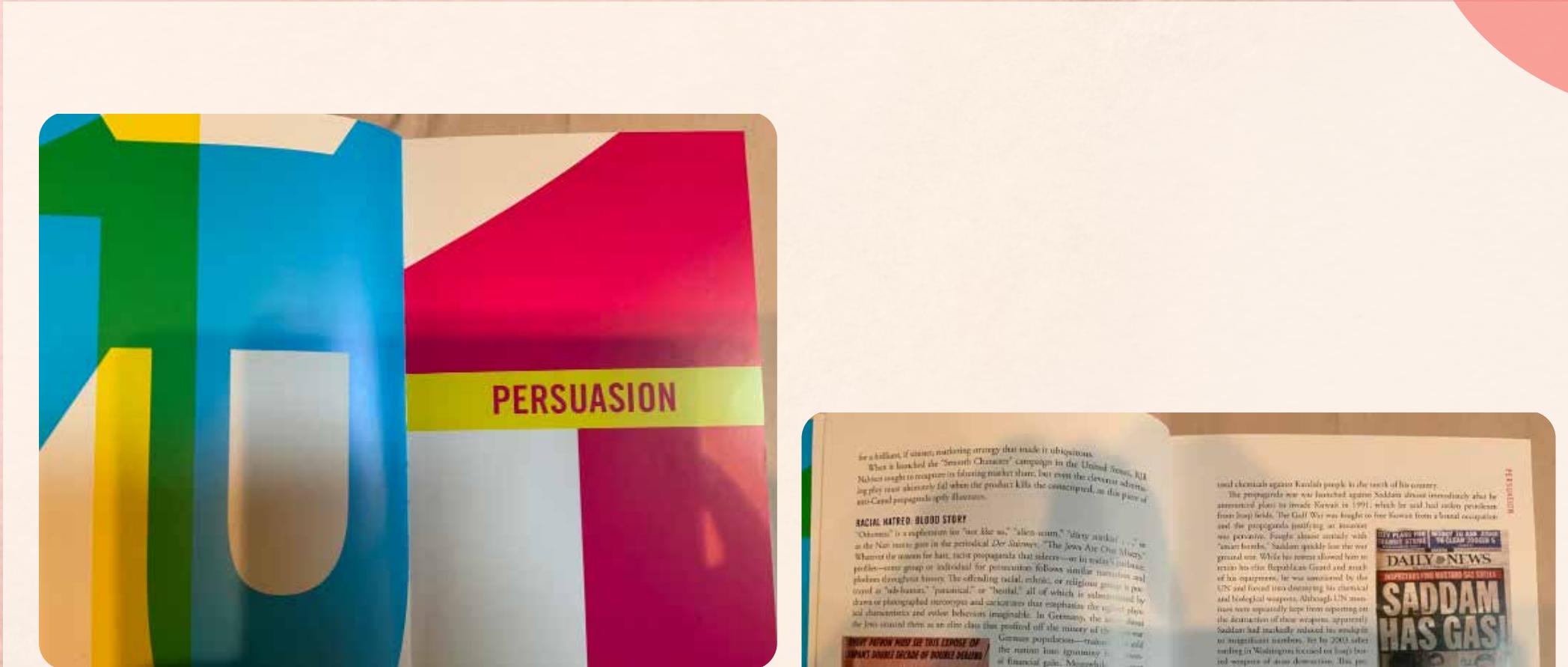
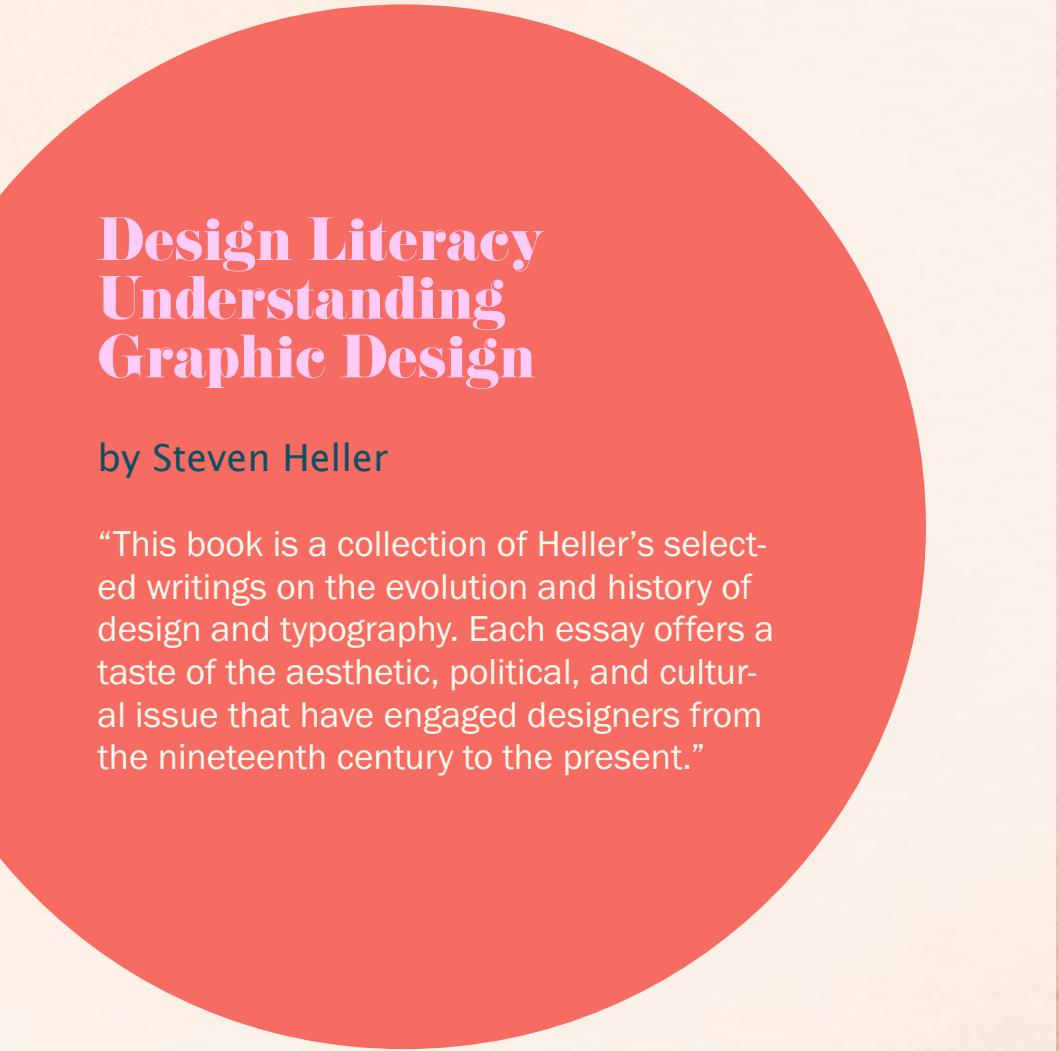
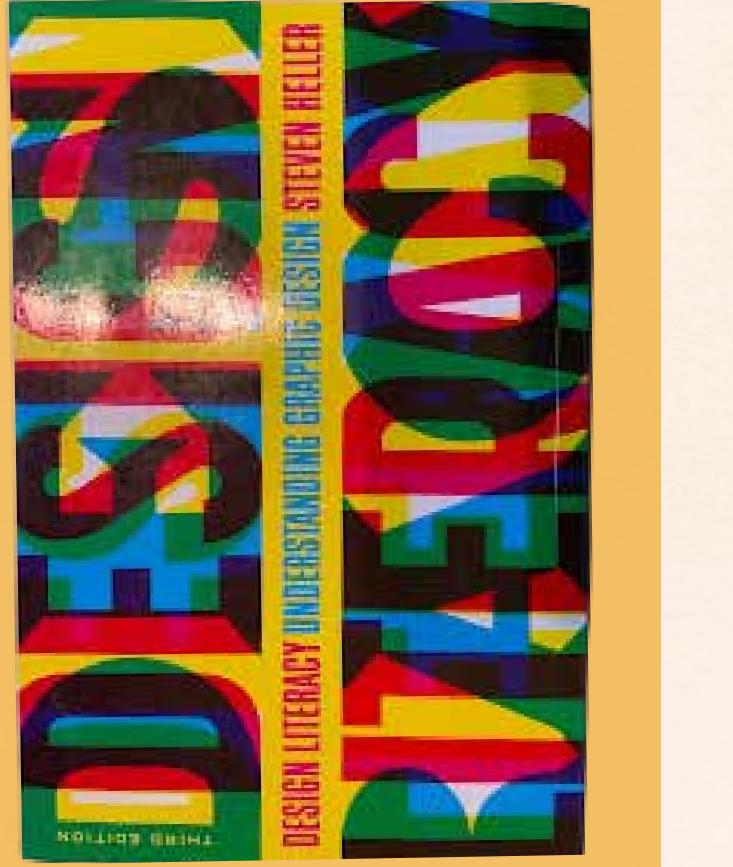


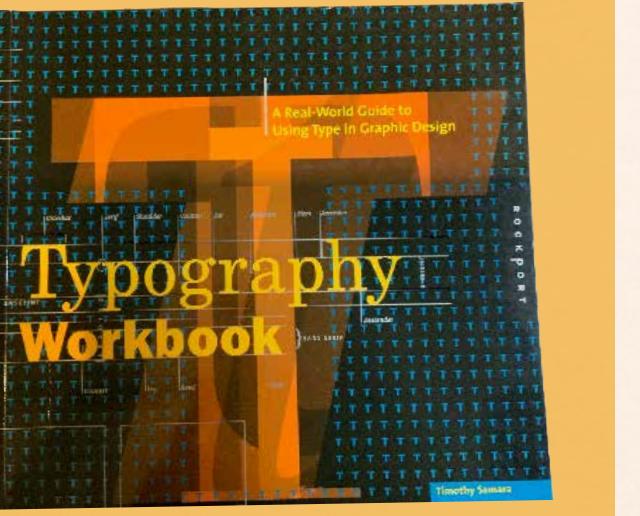
The Color Scheme Bible

by Anna Starmer

“With 150 color scheme ideas to choose from, this book is an easy-to-use and inspiring reference to using color in the home. It describes how colors interact and the effects they have on a room. It explains how to choose colors that complement each other for a subdued effect, and which colors and combinations energize a room.”



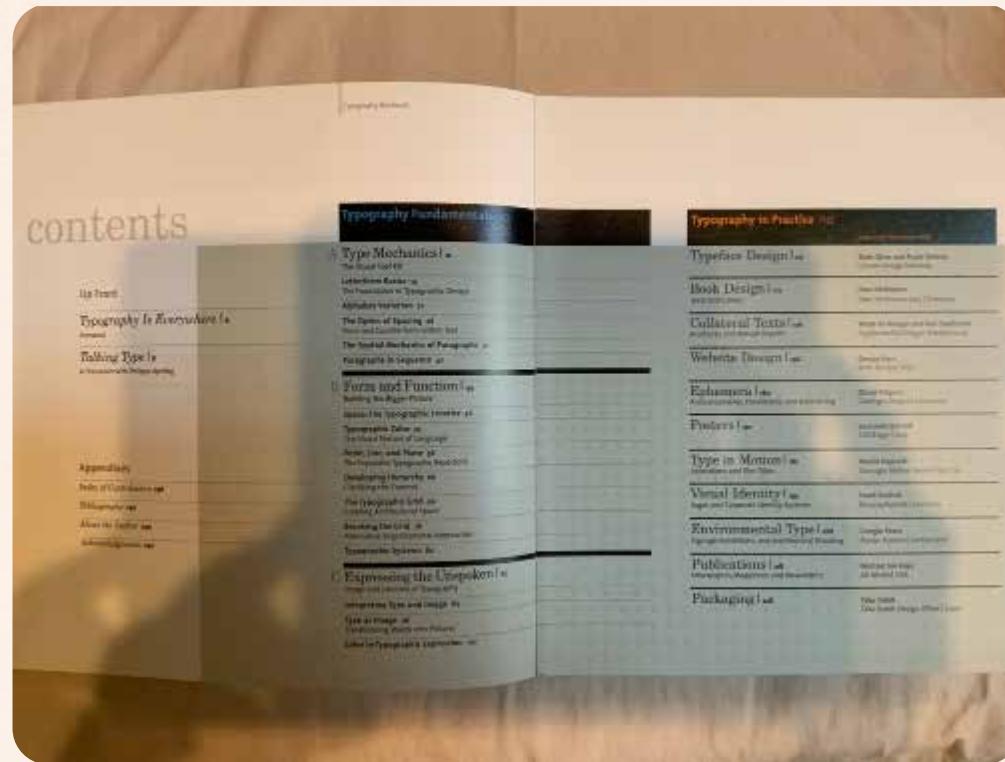
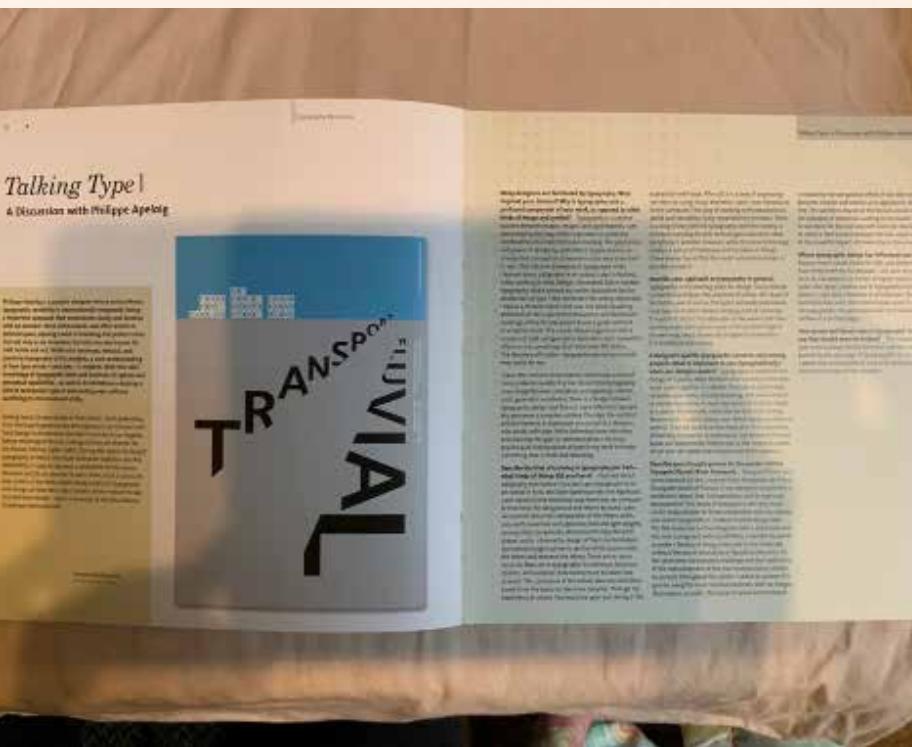


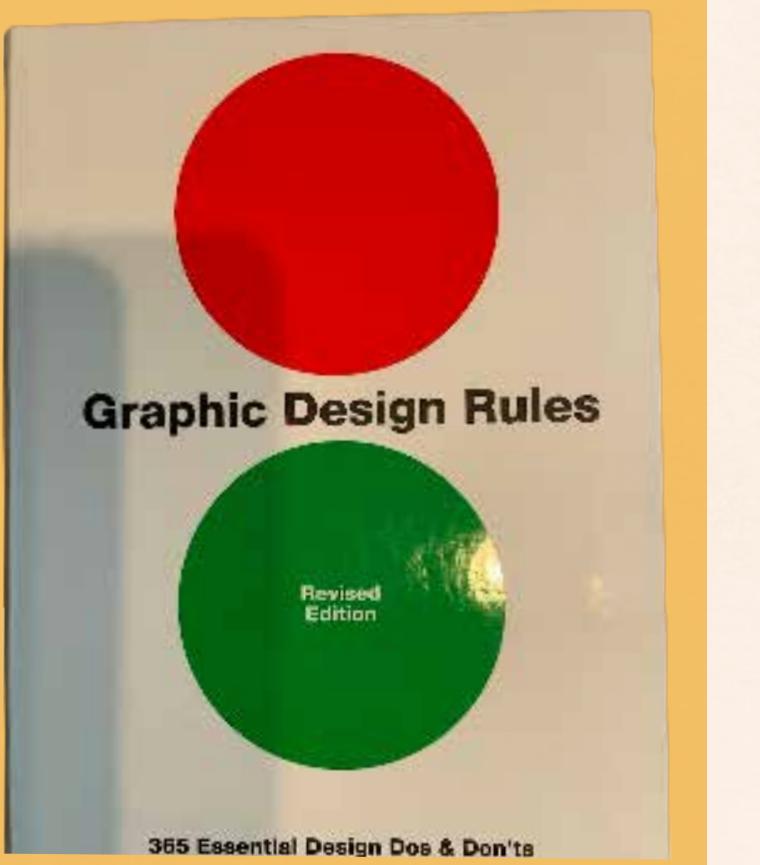


Typography Workbook

by Timothy Samara

"This book is a collection of Heller's selected writings on the evolution and history of design and typography. Each essay offers a taste of the aesthetic, political, and cultural issue that have engaged designers from the nineteenth century to the present."

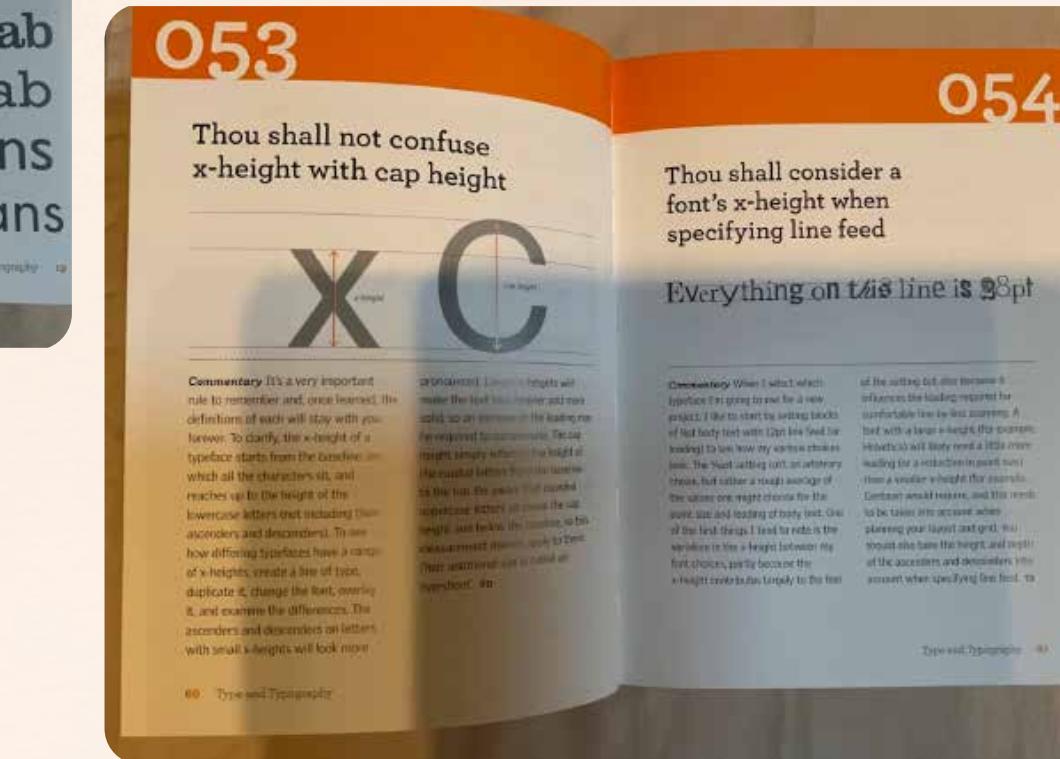




Graphic Design Rules

by Timothy Samara

“Ask any graphic designer the world over about their preferred approach to setting type, choosing a color, or beginning a new layout, and you will rarely get exactly the same answer twice. Every creative has their own individual approach, or more importantly their own combinations of the thousands of techniques one can apply when planning a new design project. But there are some dos and don’ts that always figure strongly in any heated debate about what should or should not accept as the right way to create the best graphic design.

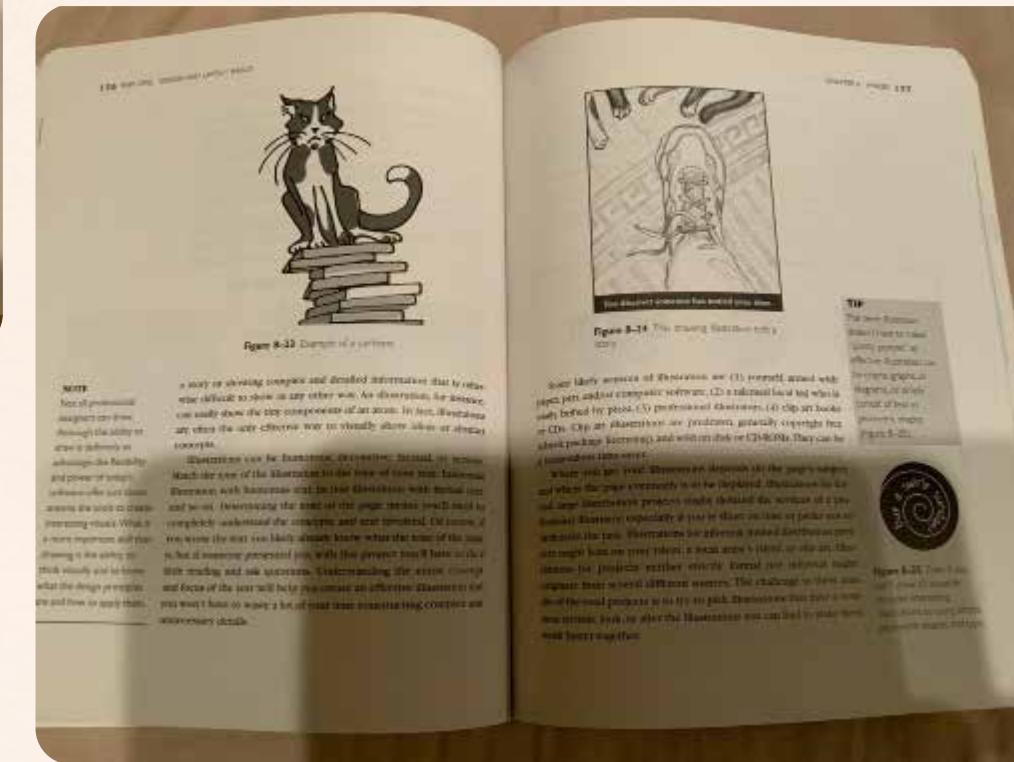
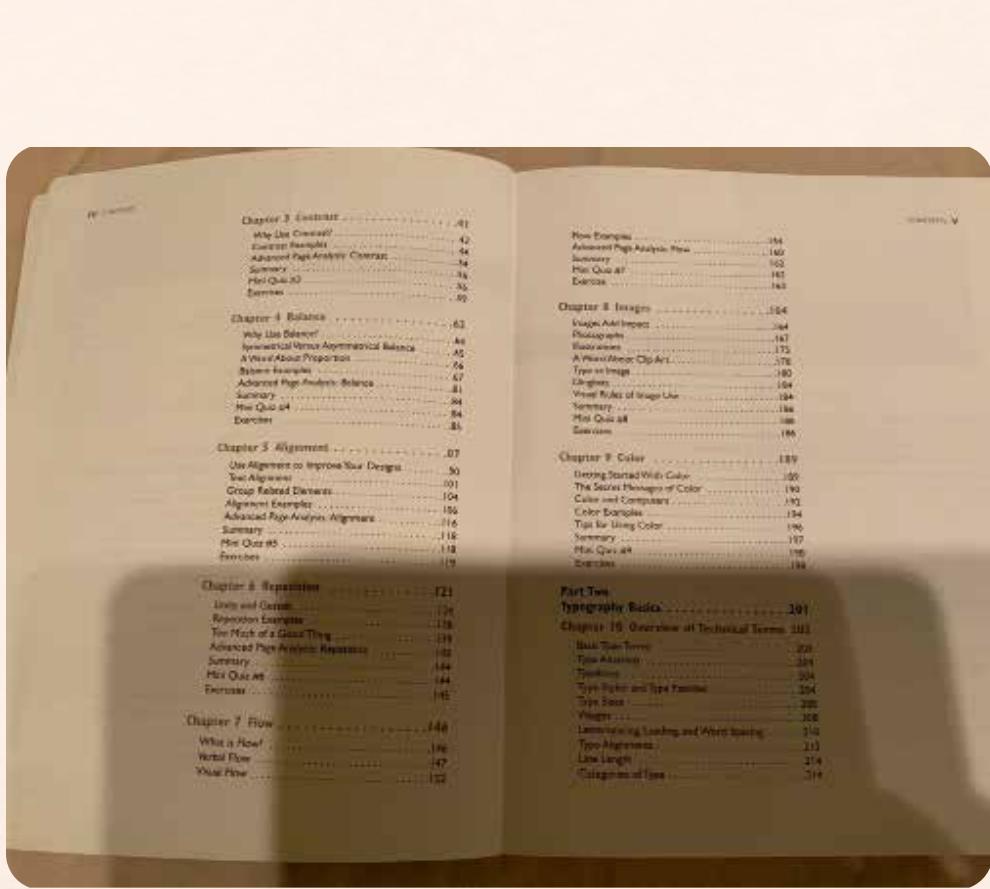


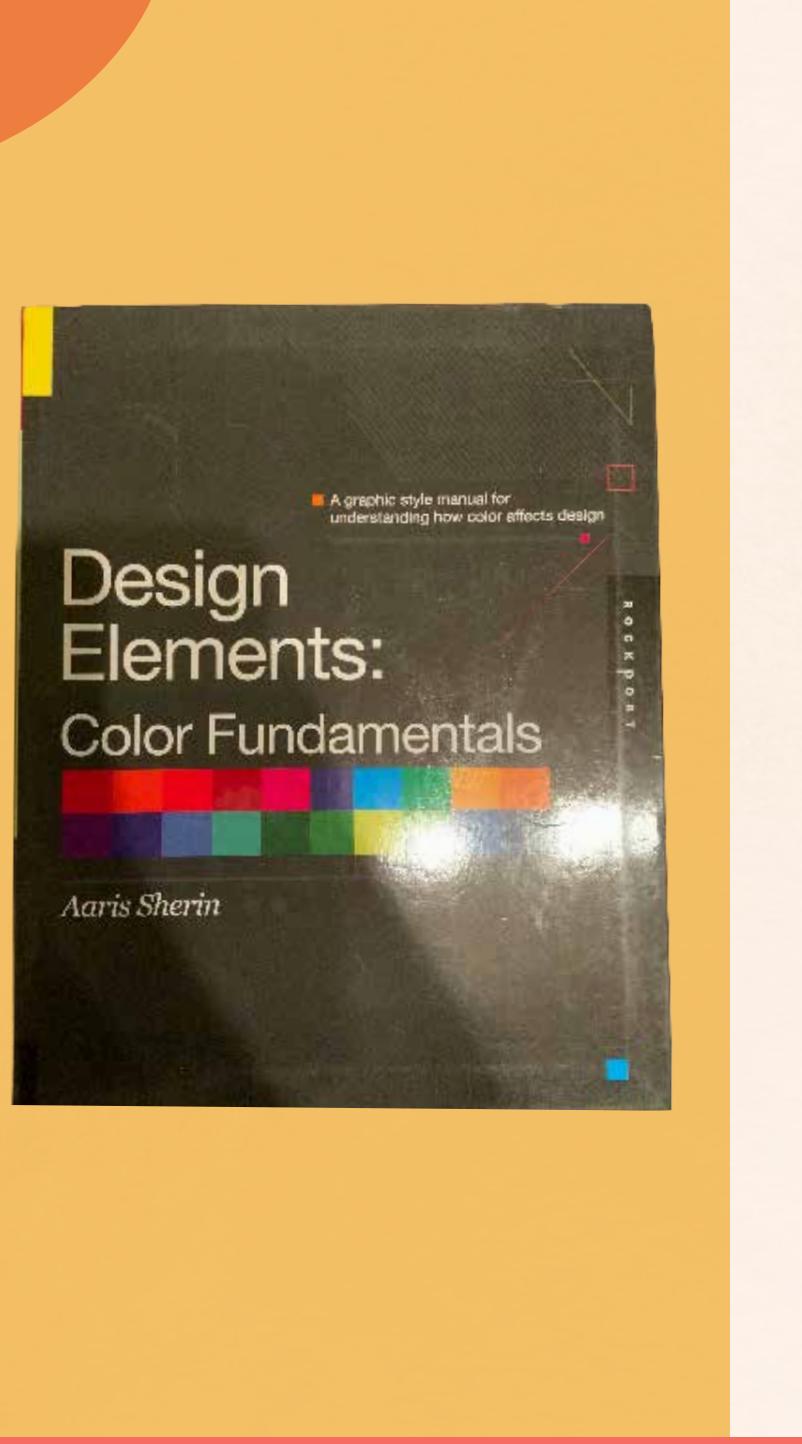


Basic of Design

by Lisa Graham

“Readers learn essential design terminology and develop their knowledge and skills through visual examples and activities that reference page layout and typography concepts.

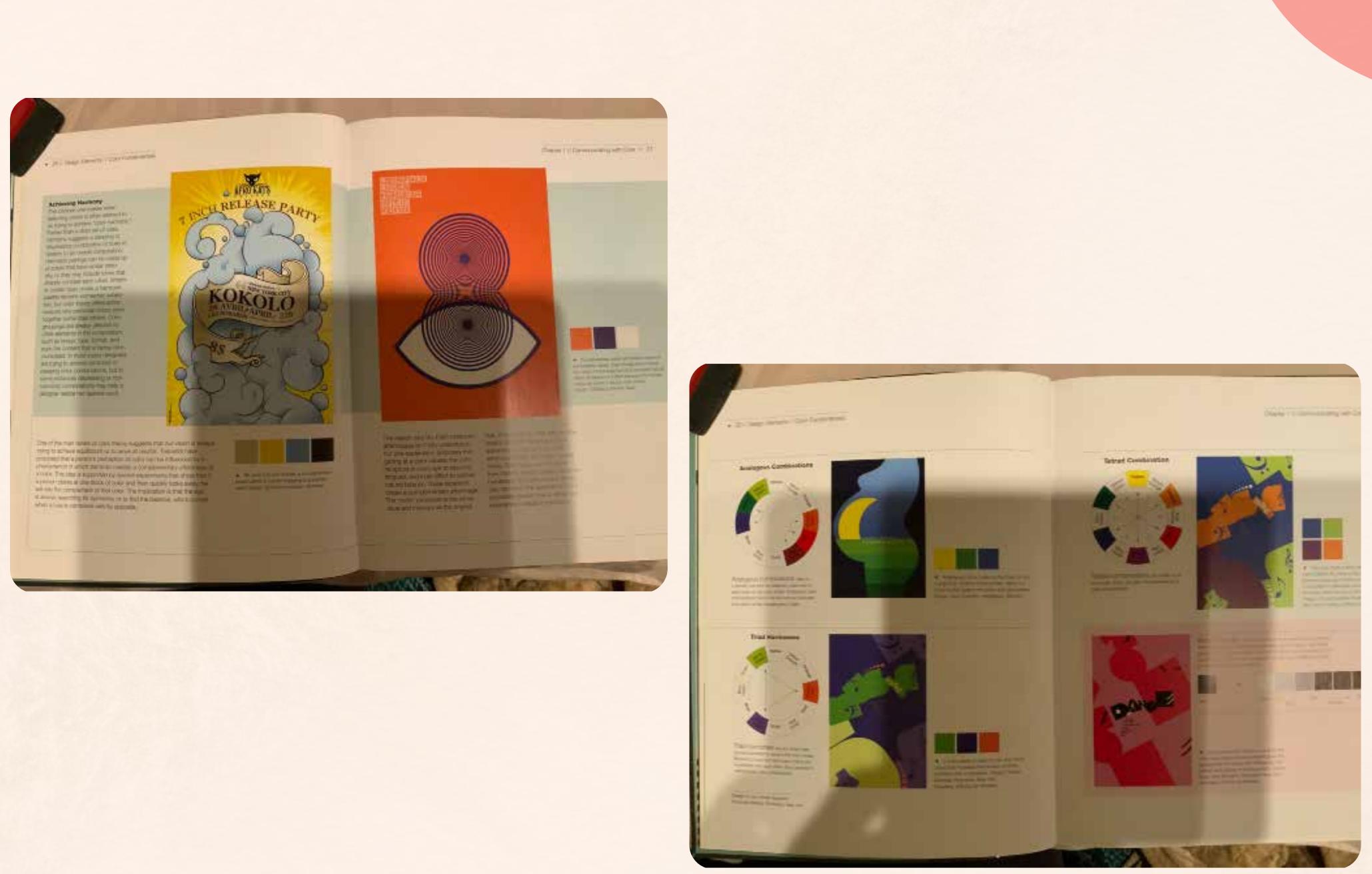


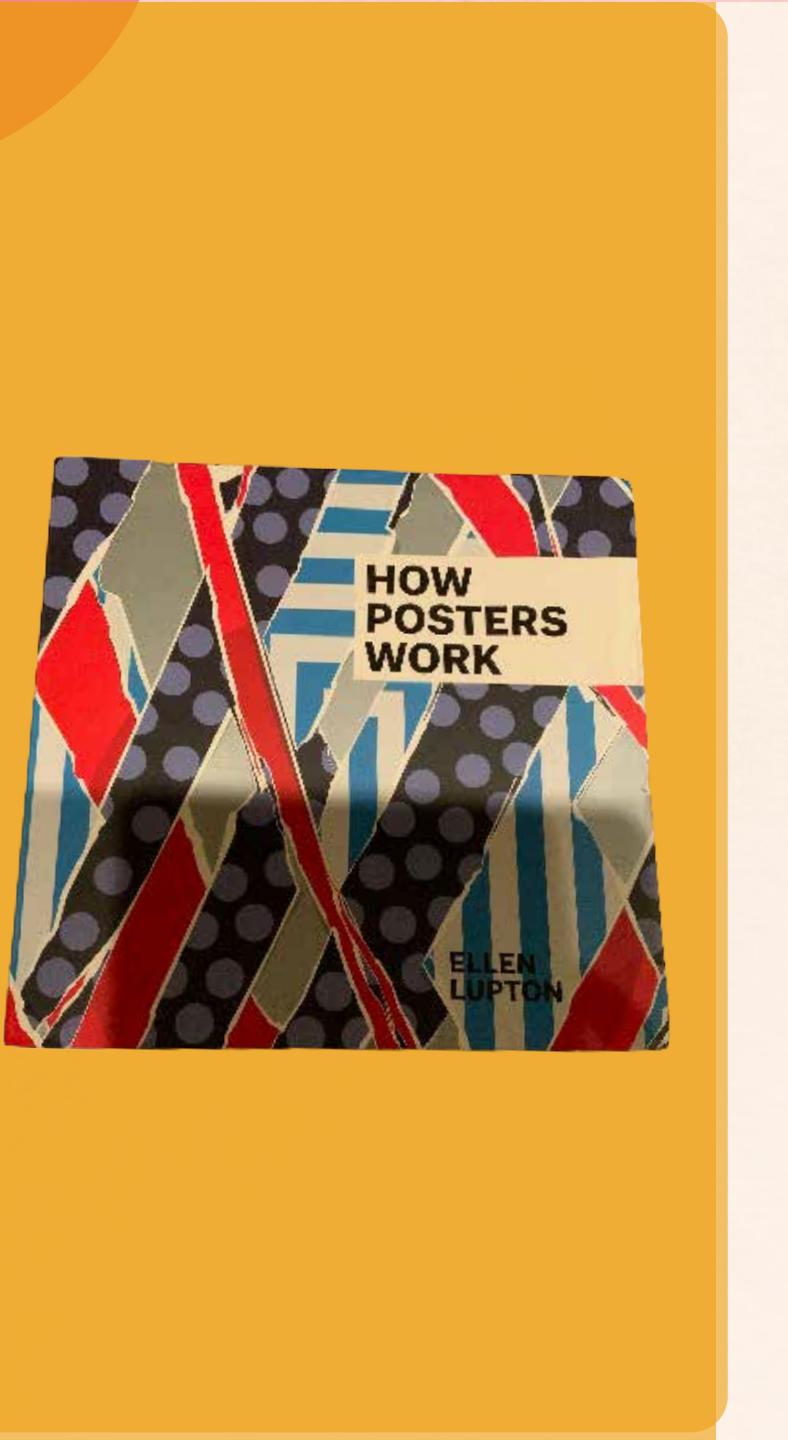


Design Elements: Color Fundamentals

by Aaris Sherin

"This book is an essential resource for designers who want to create memorable design and successfully communicate with their audience. It focuses on the core elements of design.



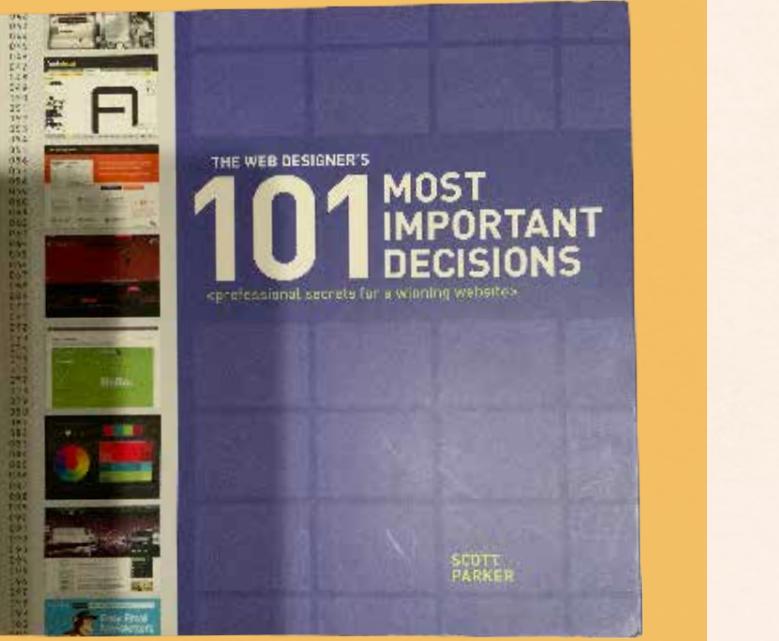


How Posters Work

by Ellen Lupton

"How Posters Work is a book how designers see. Featuring more than 330 illustrations, this primer in visual thinking shows the ways designers use principles of composition, perception, and storytelling to convey ideas and construct meaning. This book explores how posters - powerful acts of visual communication - are produced and experienced."



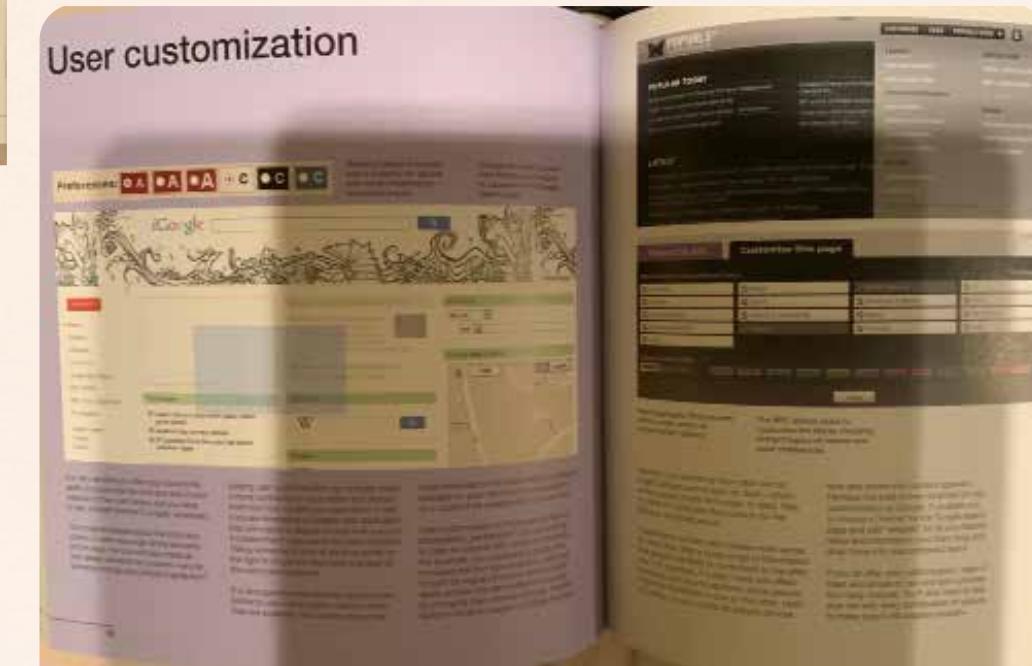
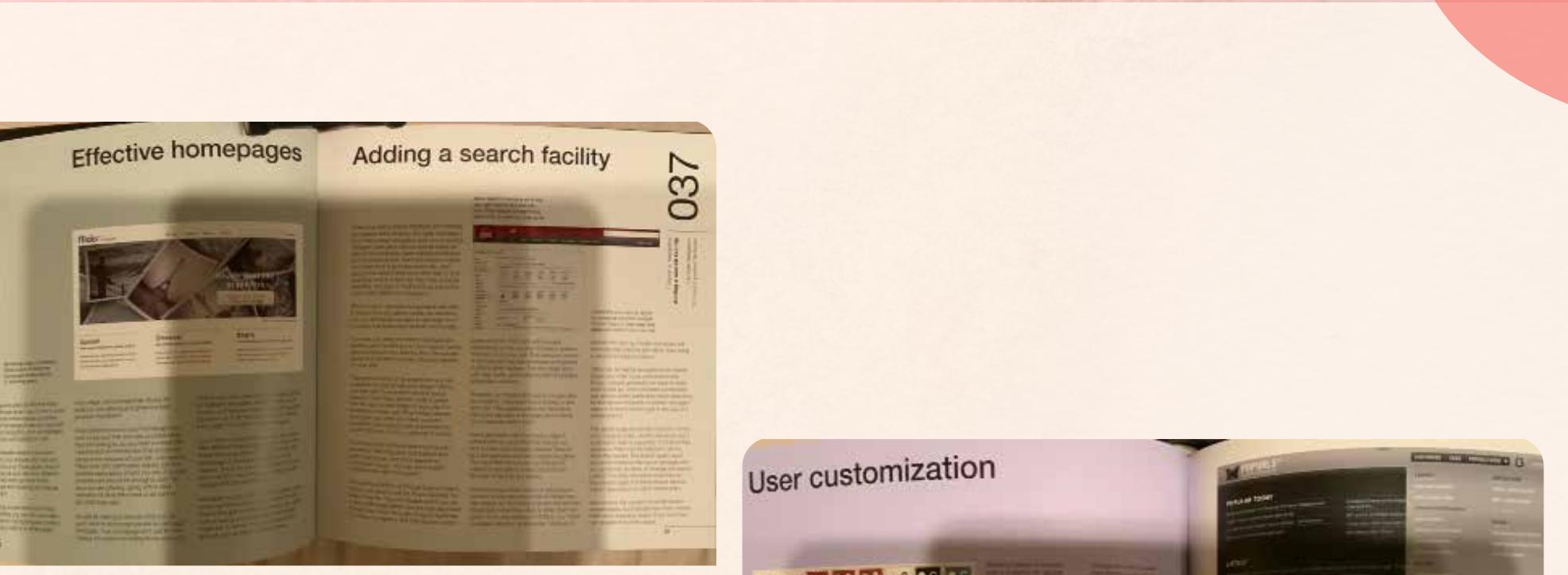


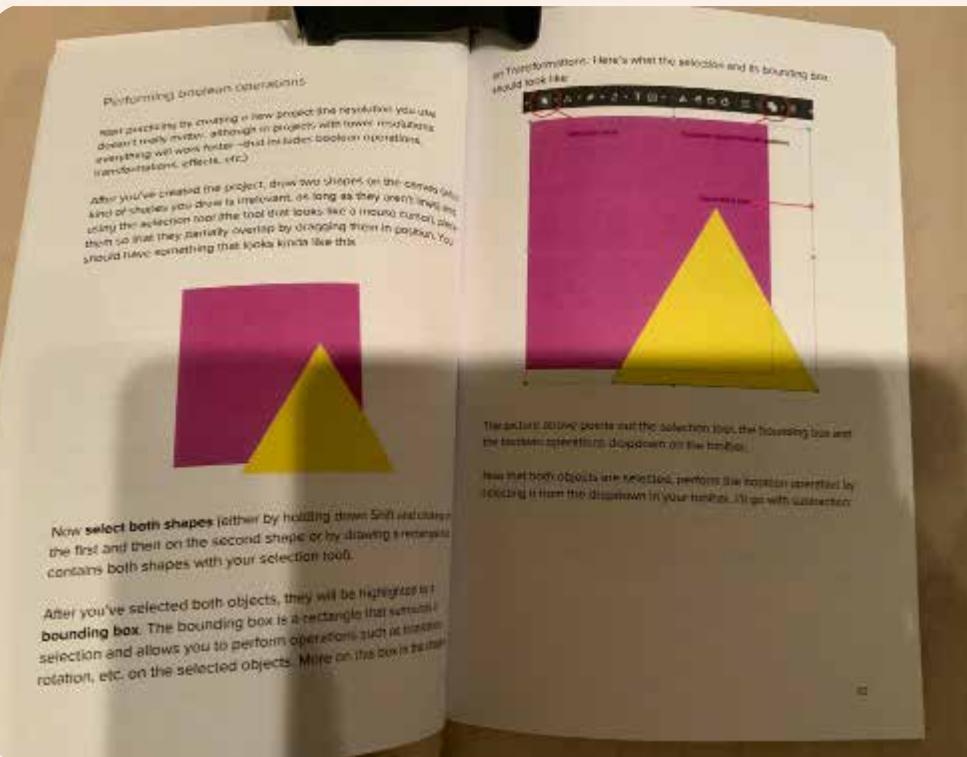
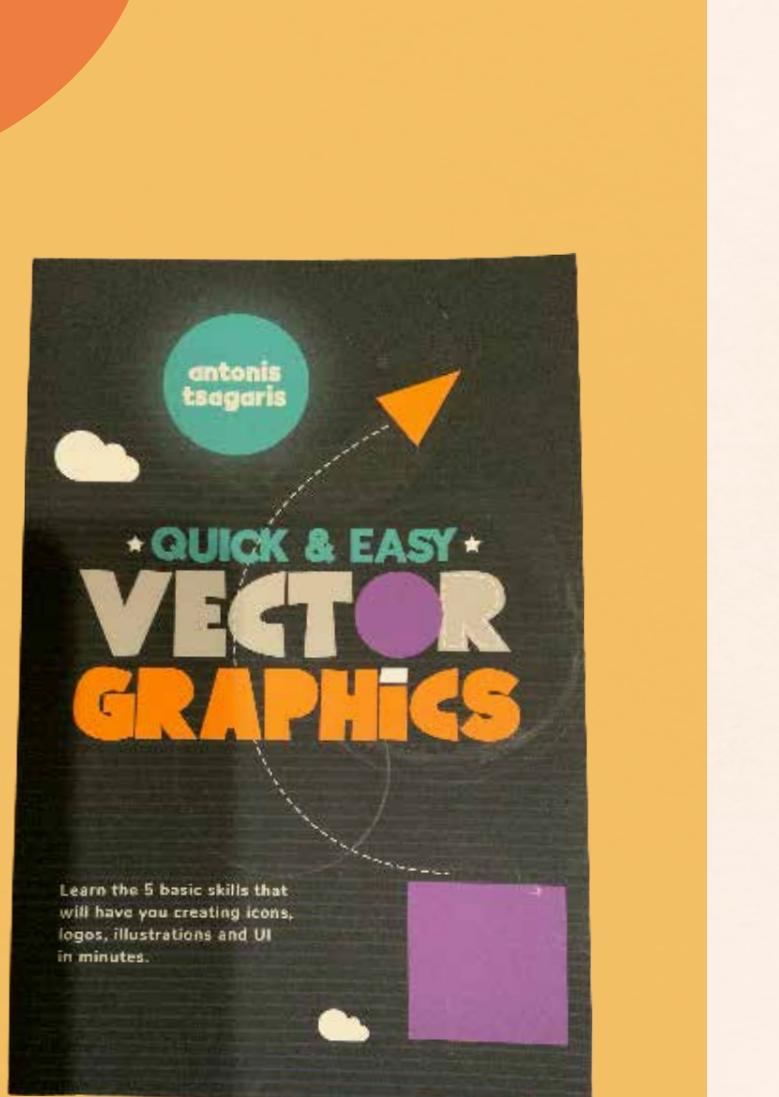
101 Most Important Decisions

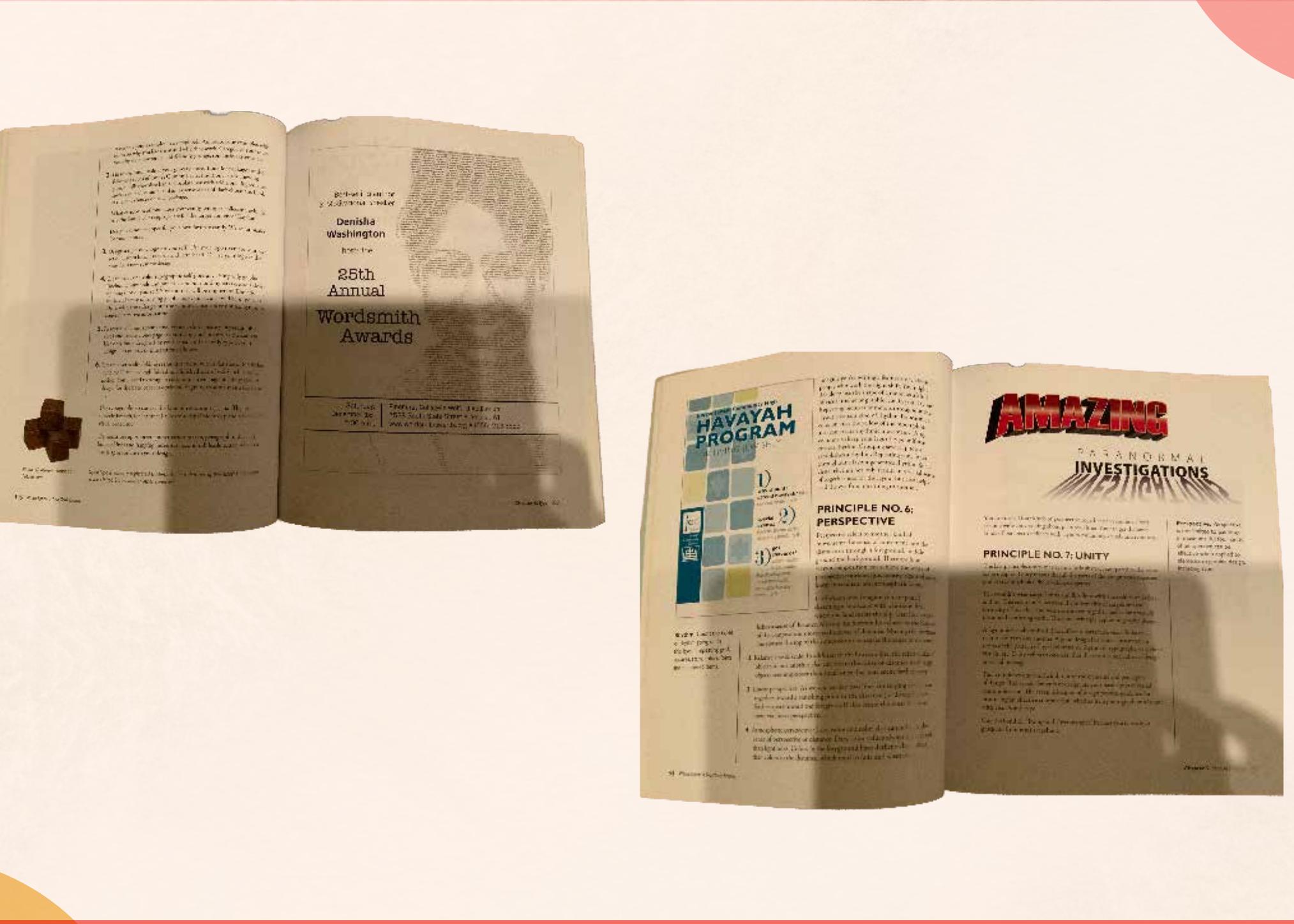
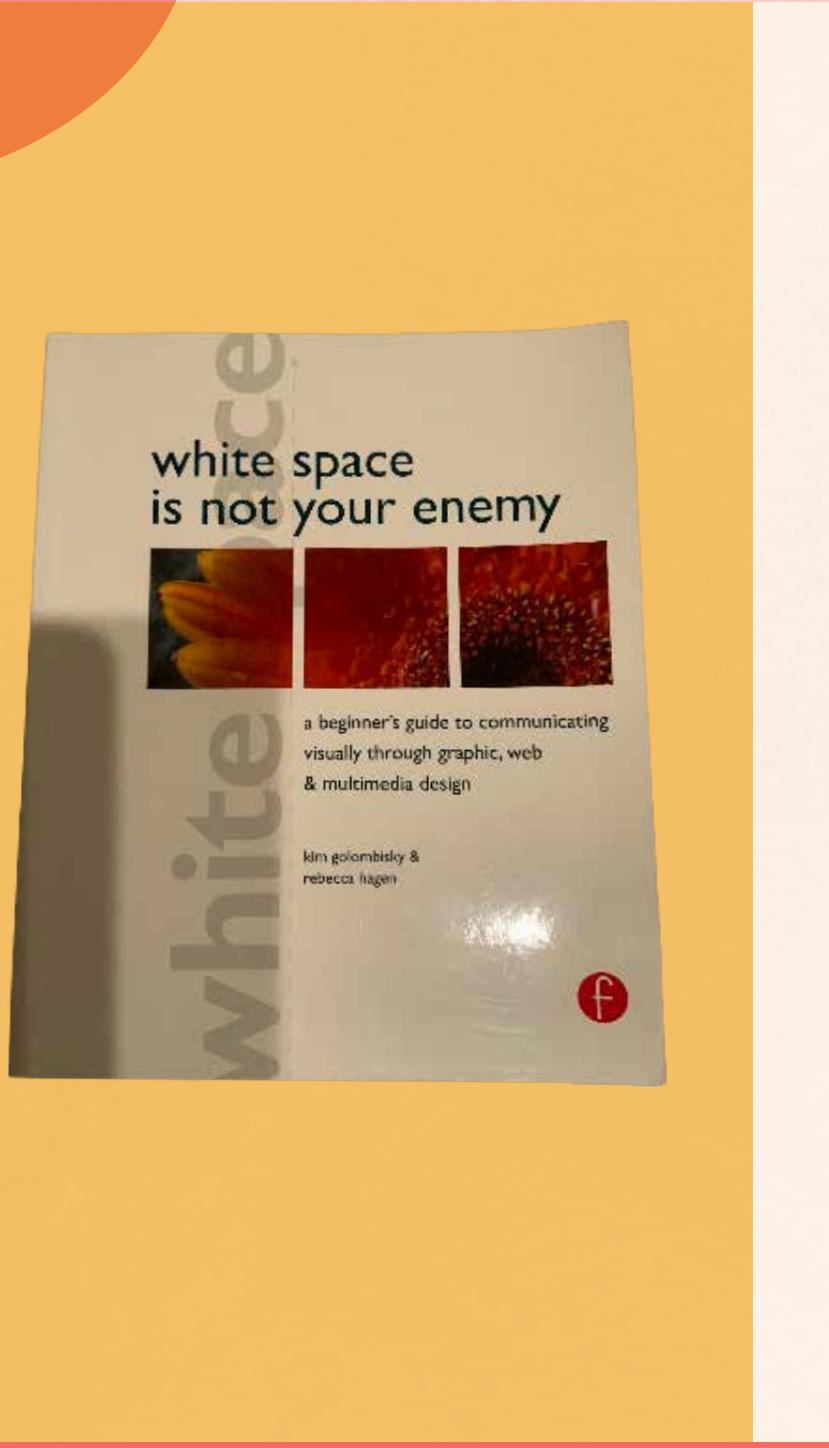
by Scot Parker

“In this book, Scott Parker distils his in-depth experience of web publishing into 101 practical insights that readers can draw on with ease, whether is for business, professional, or personal use.

The book offers a host of graphic design, process, and technical tips, relevant whether you are building a website yourself, modifying an off-the-peg model, or employing a specialist to create a bespoke site for you.







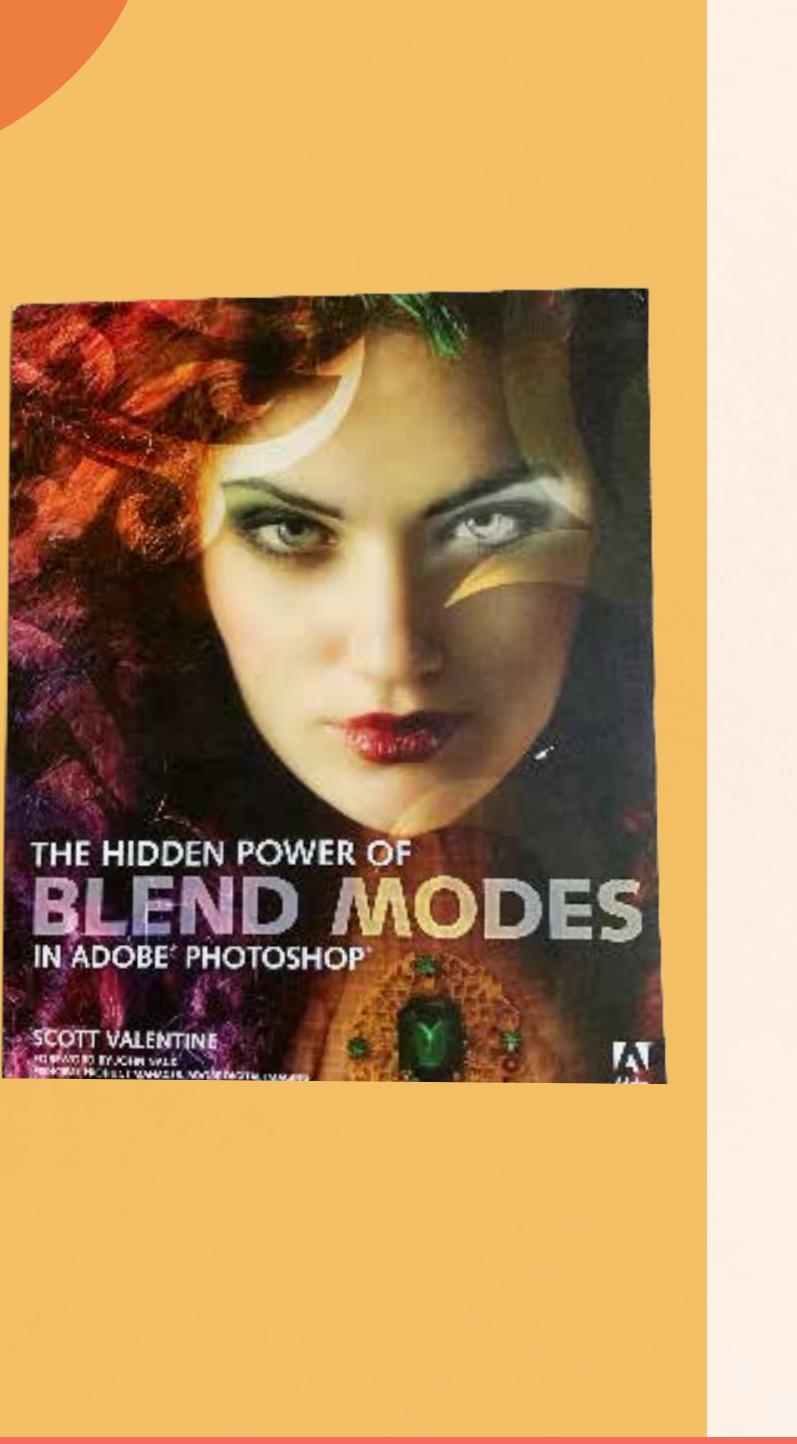


Design Funny A Graphic Designer's Guide to Humor

by Heather Bradley

"In his book you will find inspiration, advice, and visual gags from comedy juggernauts The Onion, Comedy Central, Funny or Die, MAD magazine, JibJab, Cheezburger, as well as dozen of top creative agencies, talented freelance designers and professional comedians."



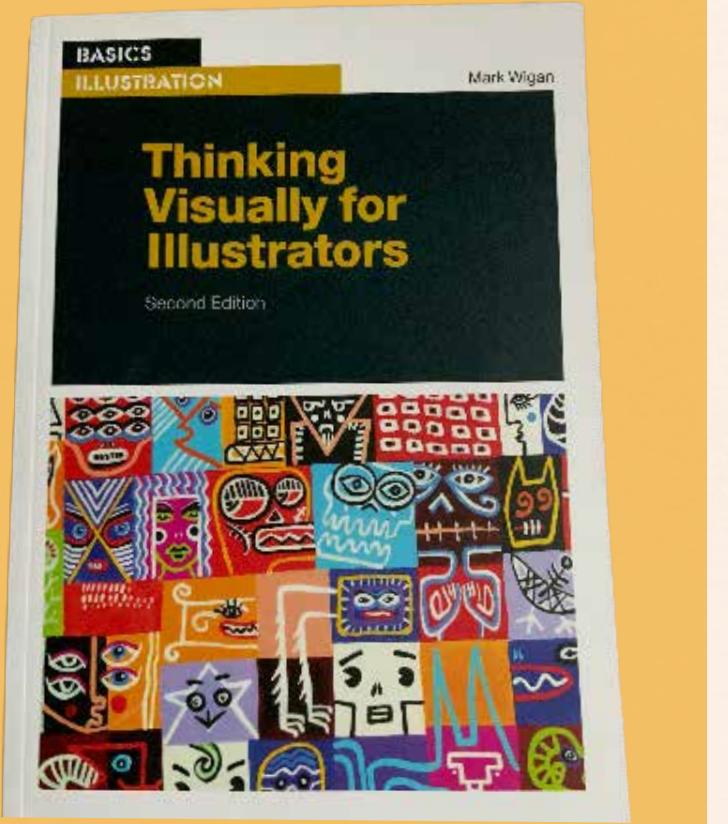


The hidden power of Blend Modes in Adobe Photoshop

by Scott Valentine

“Blend modes are essential if somewhat mysterious tool for photographers and digital artists. They can be used for a wide range of imaging effects and challenges, including image correction, compositing, graphic design, and digital painting. Although blend modes can be easy to use, they aren’t always easy to understand. Veteran Photoshop user Scott Valentine translates the technical elements with real-world examples.



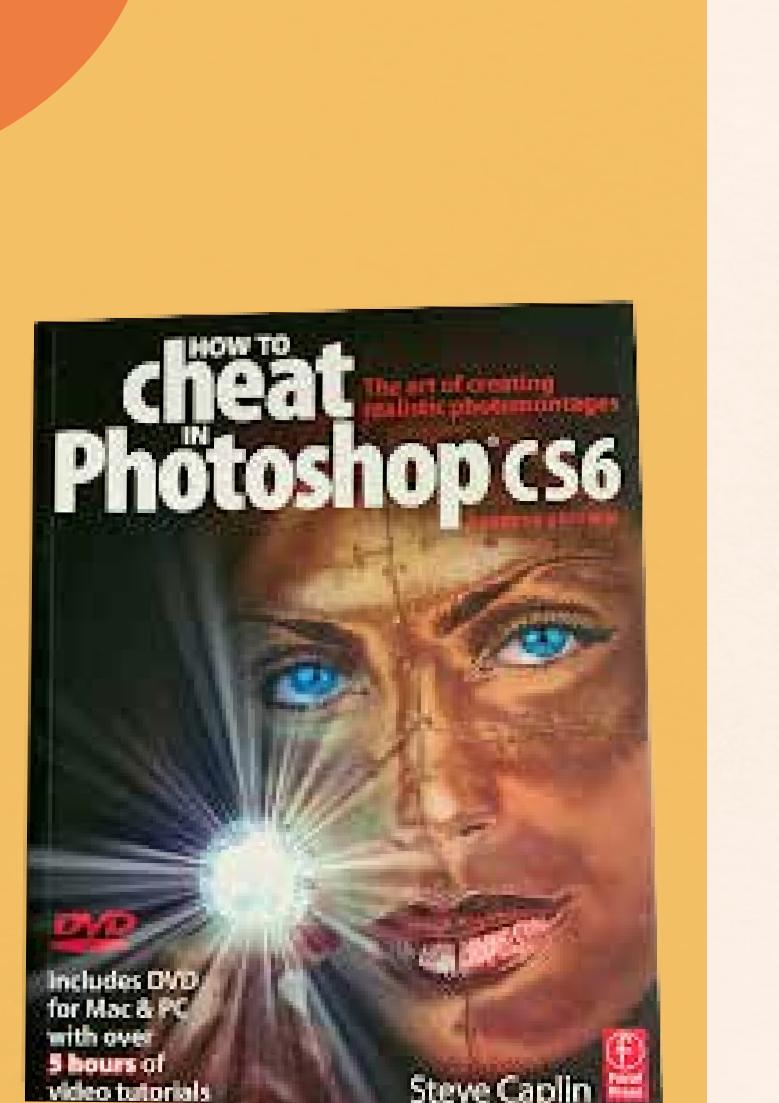


Thinking Visually for Illustrators

by Mark Wigan

"This book explores the importance of ideas, research, drawing and experimentation for the illustrator. Featuring a wide range of work from contemporary illustrators whose work demonstrates diverse visual languages, contexts, ideas, techniques and skills, this book will help illustrators develop their own personal visual language and style. Some of the most innovative and creative practitioners from around the world have contributed their artwork and commentaries on visual thinking and working process."



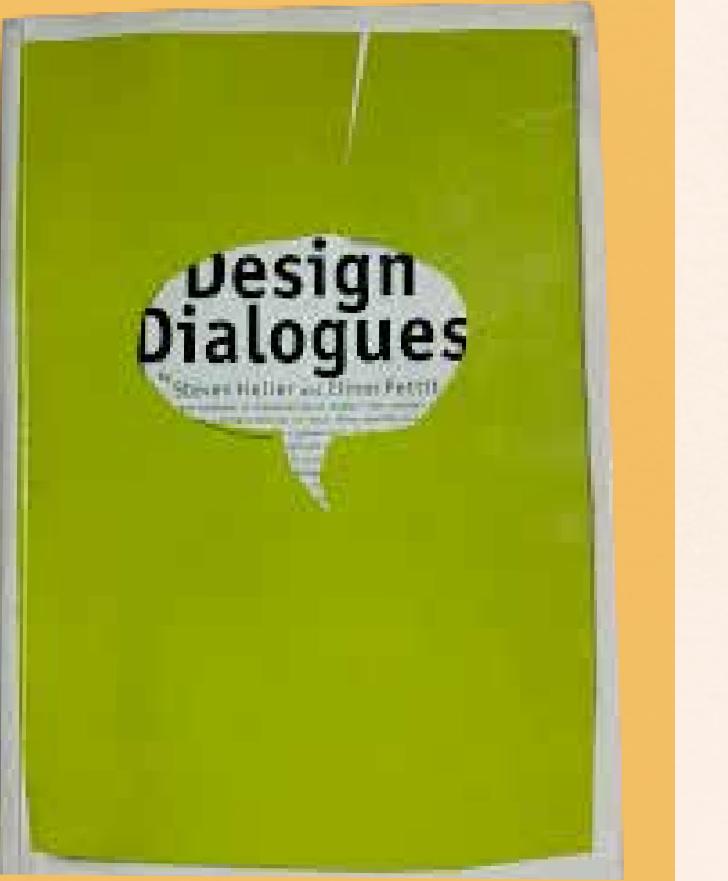


How to cheat in Photoshop

by Steve Caplin

“Everyone has a great idea for illustration but how you make it reality? Steve Caplin shows you how to get your ideas out of your head and onto the screen, producing optimum results in the minimum time.”

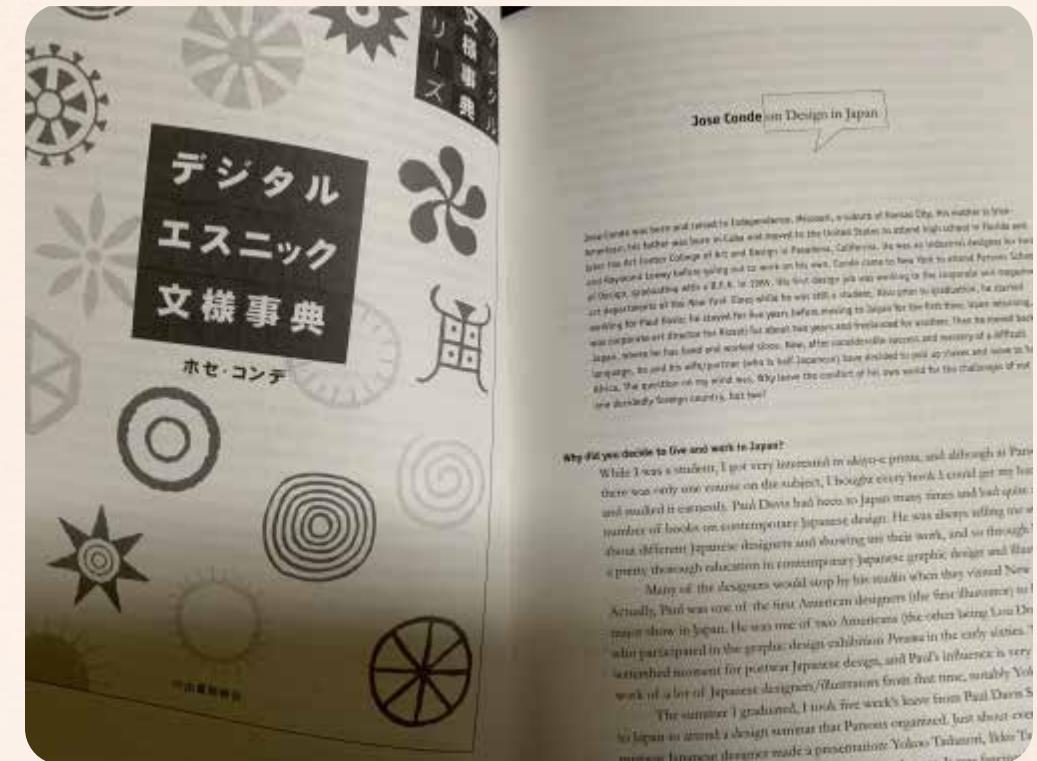
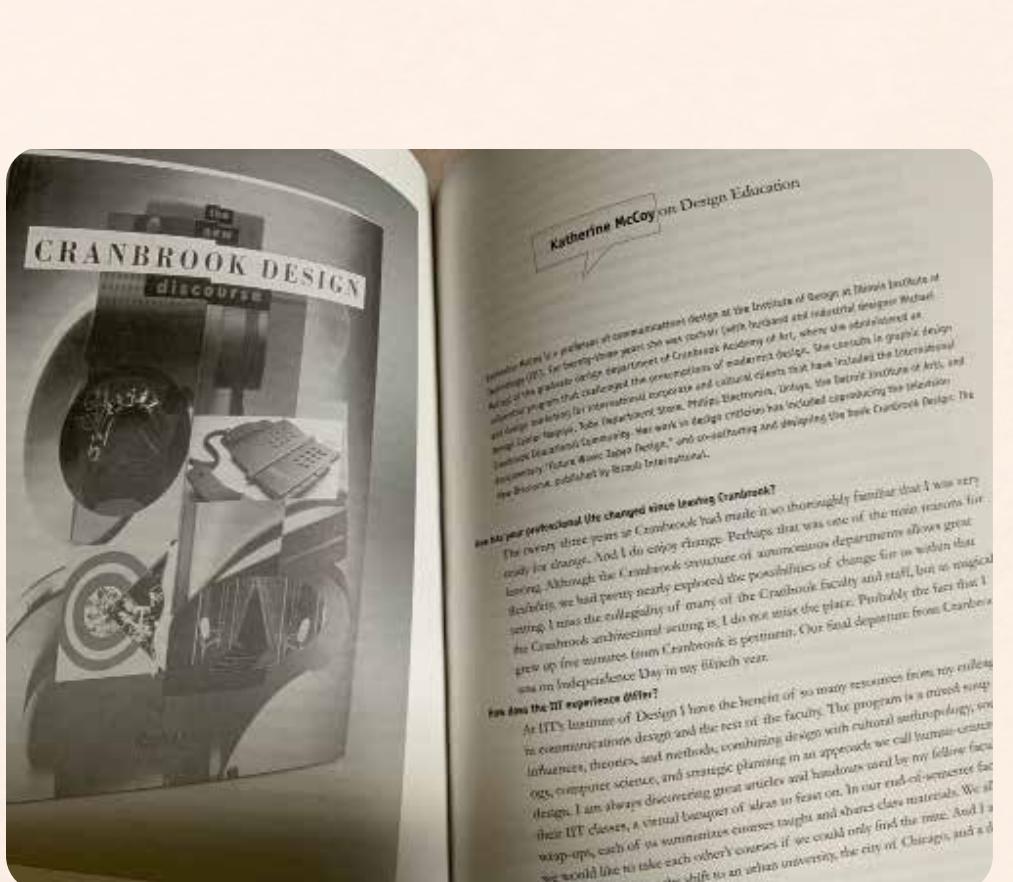


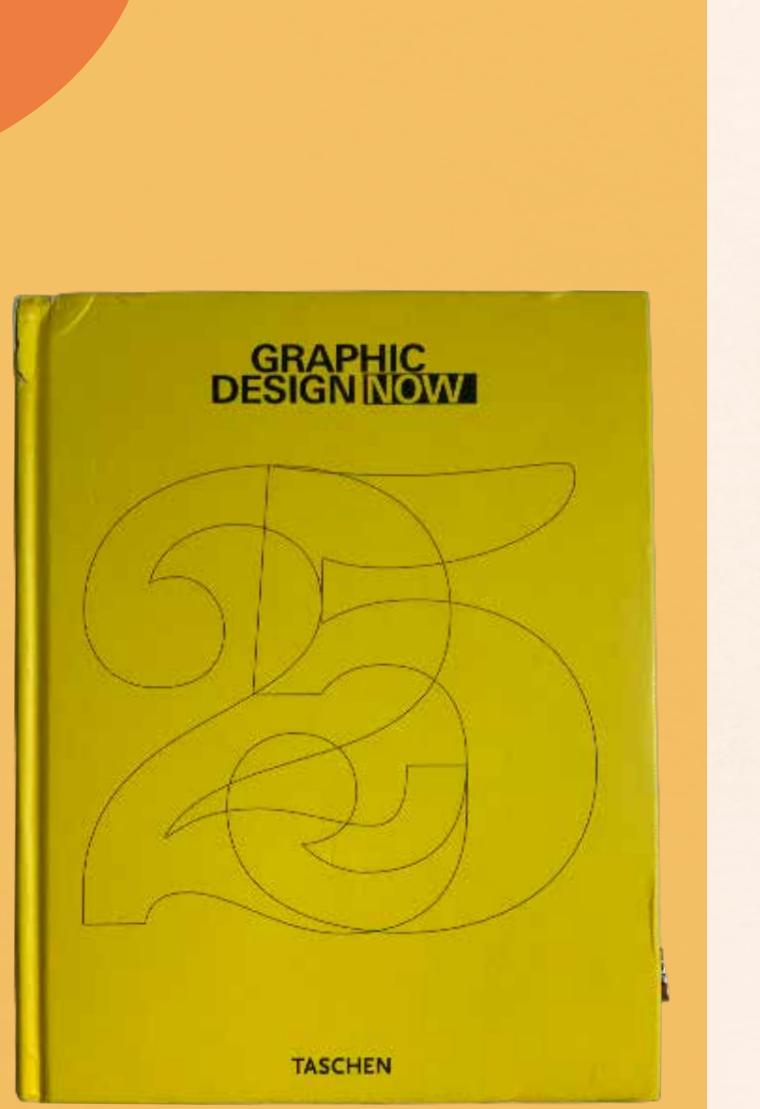


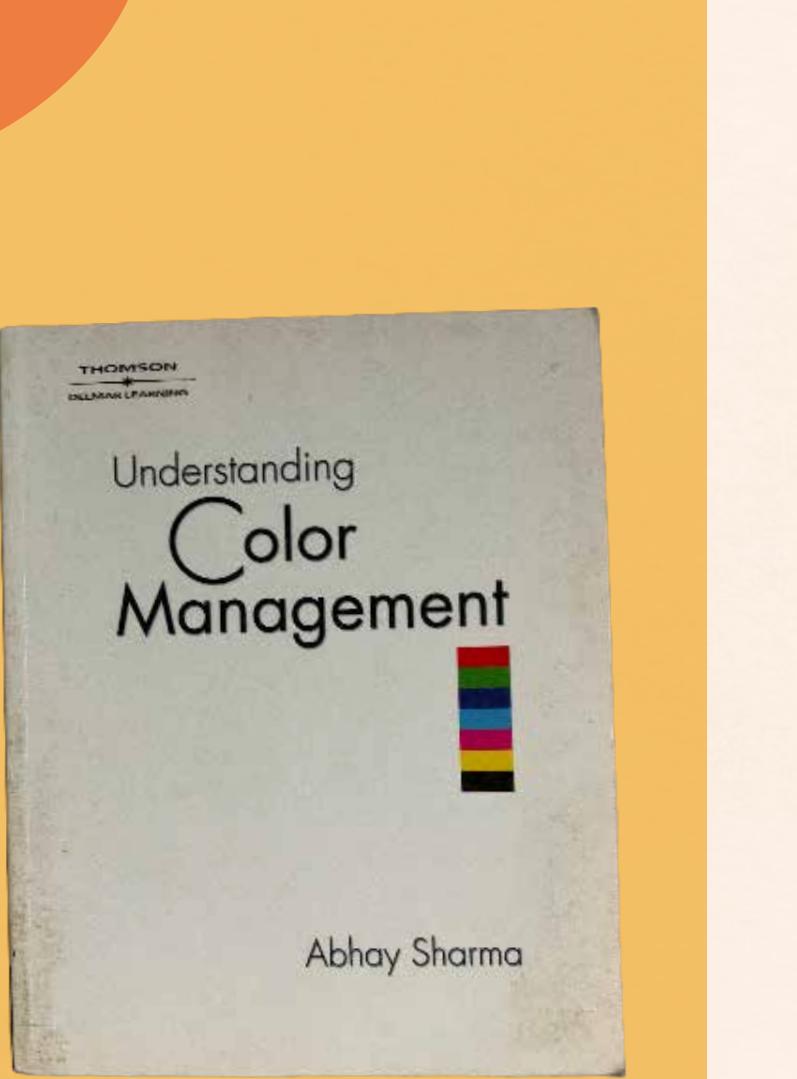
Design Dialogues

by Steven Heller and Eliot Pettit

"This wide-ranging compilation of interviews offers a colorful and candid introduction to the personalities, passions, and work of thirty-four respected designers, artists, authors, and media producers. With design as the common thread, each exchange opens an individual perspective on the visual culture at large, ranging in focus from the manipulative power of images to the place of theory in design practise to the myriad interactions between design and life."



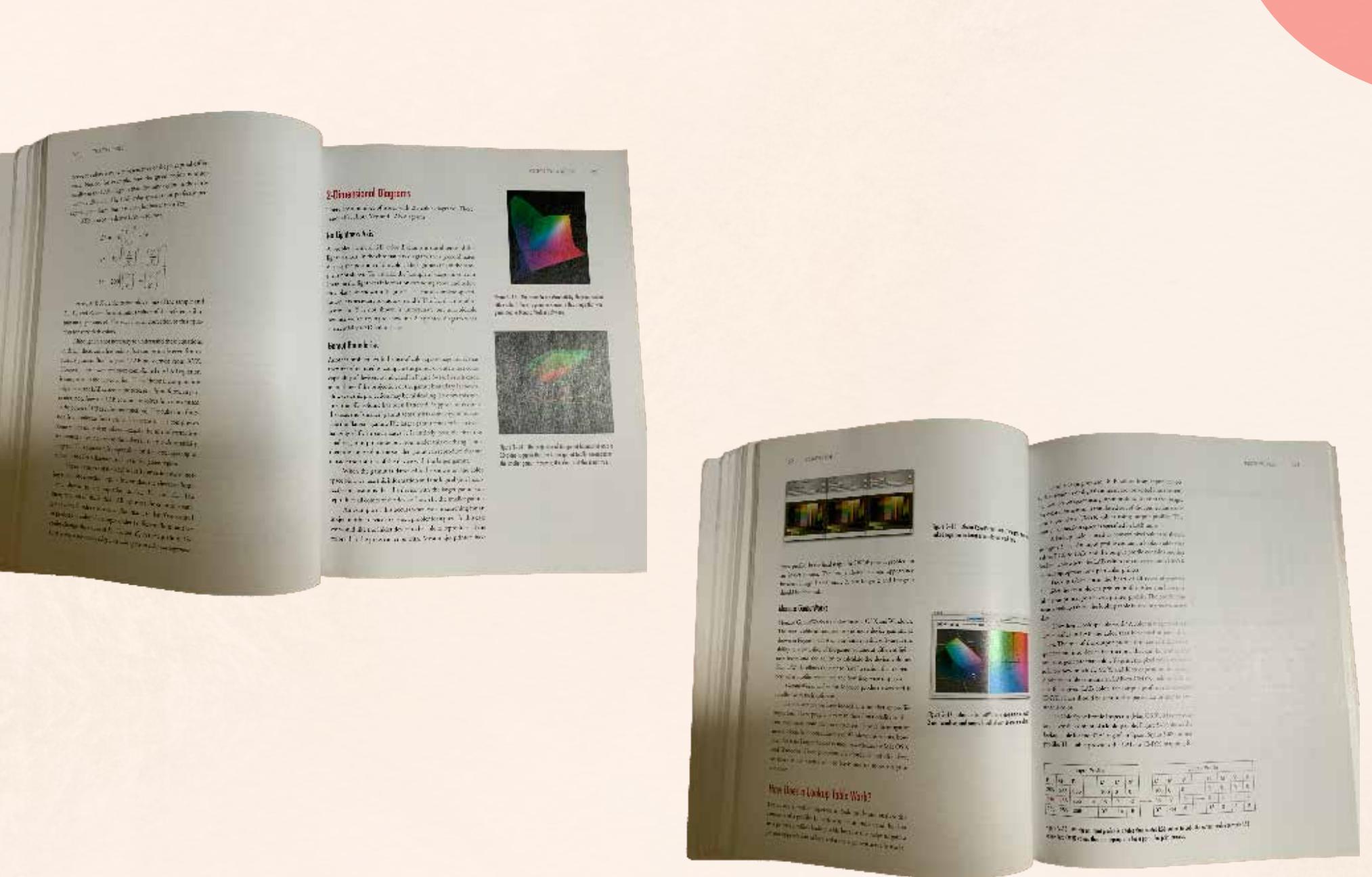


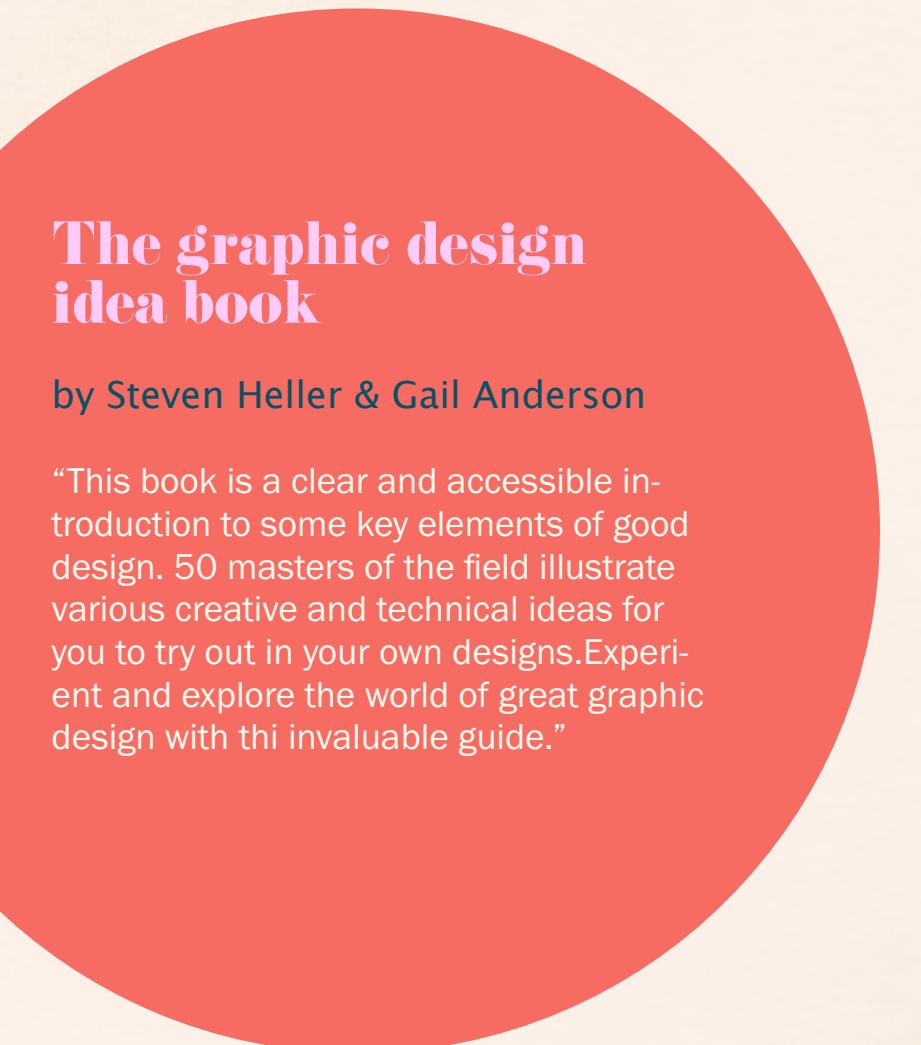
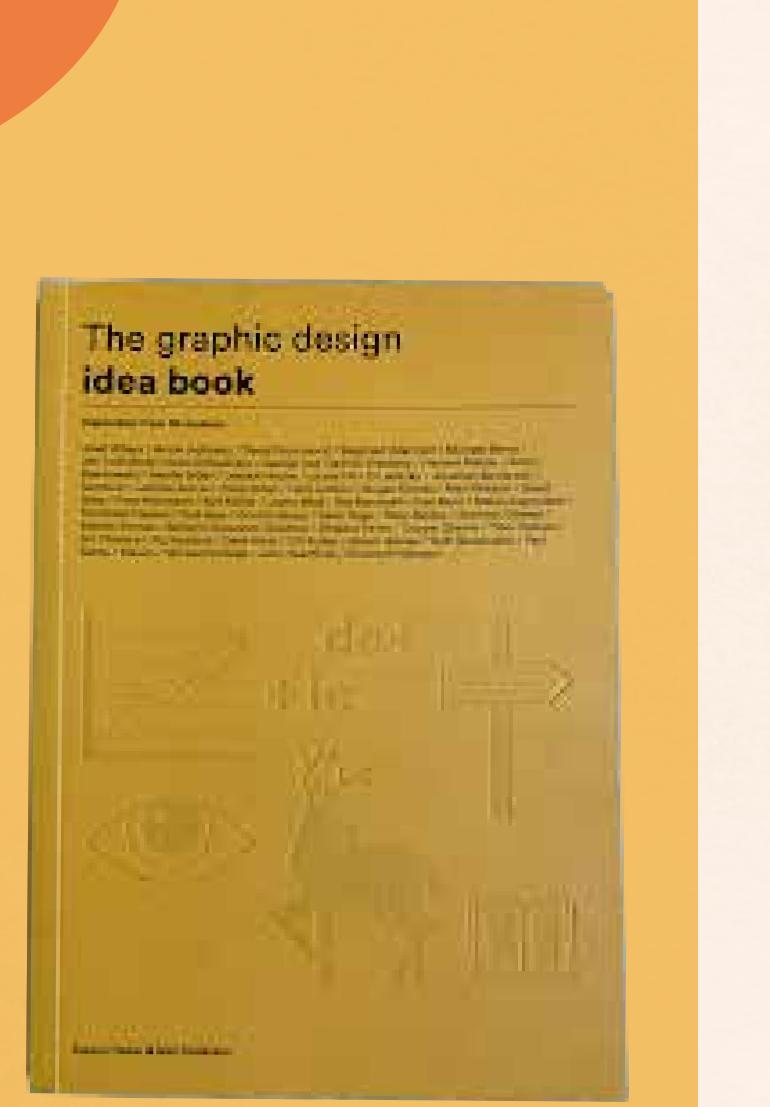


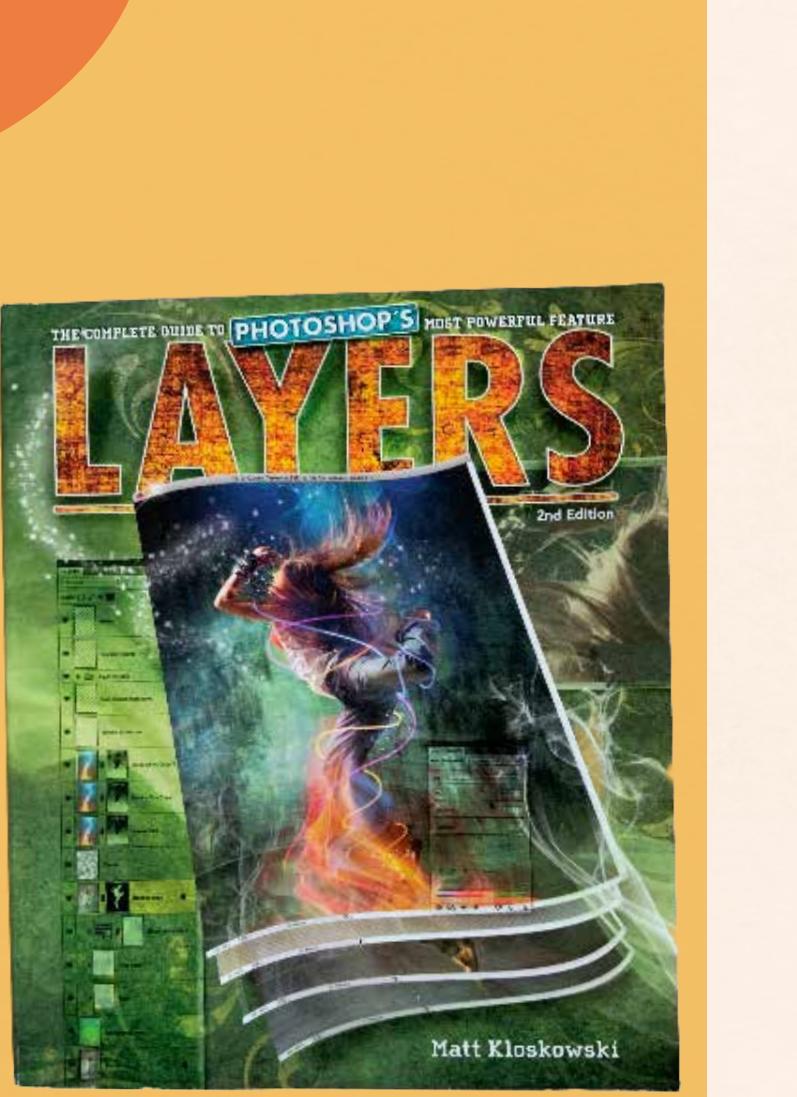
Understanding Color Management

by Abhay Sharma

"Achieve the "right" color! Digital imagery is everywhere, yet operating a color-managed system has remained a mystery...until now! This unique text provides an in-depth description of color-management - what it is, how it works, and how to use it."



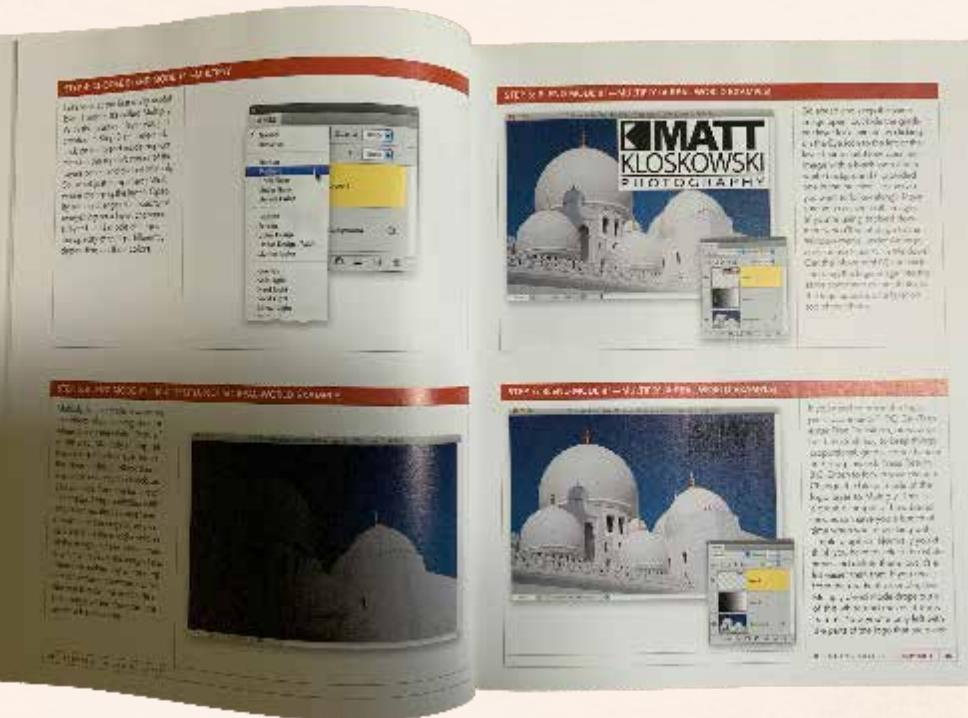
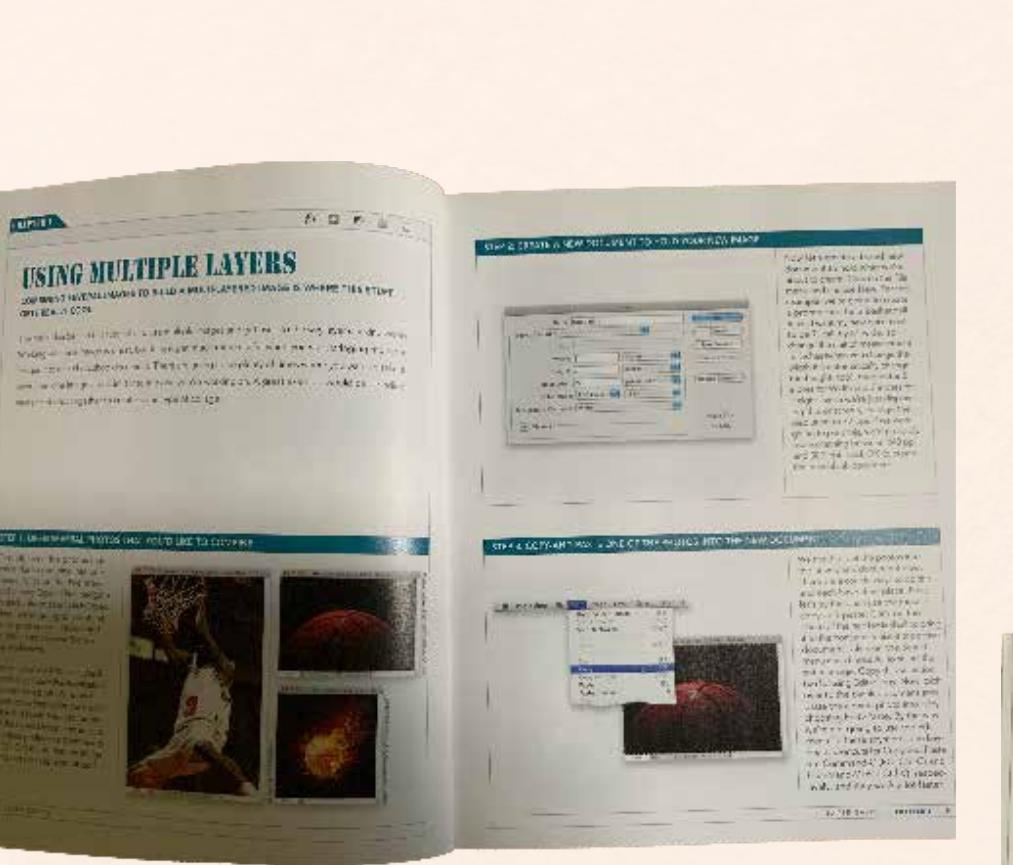


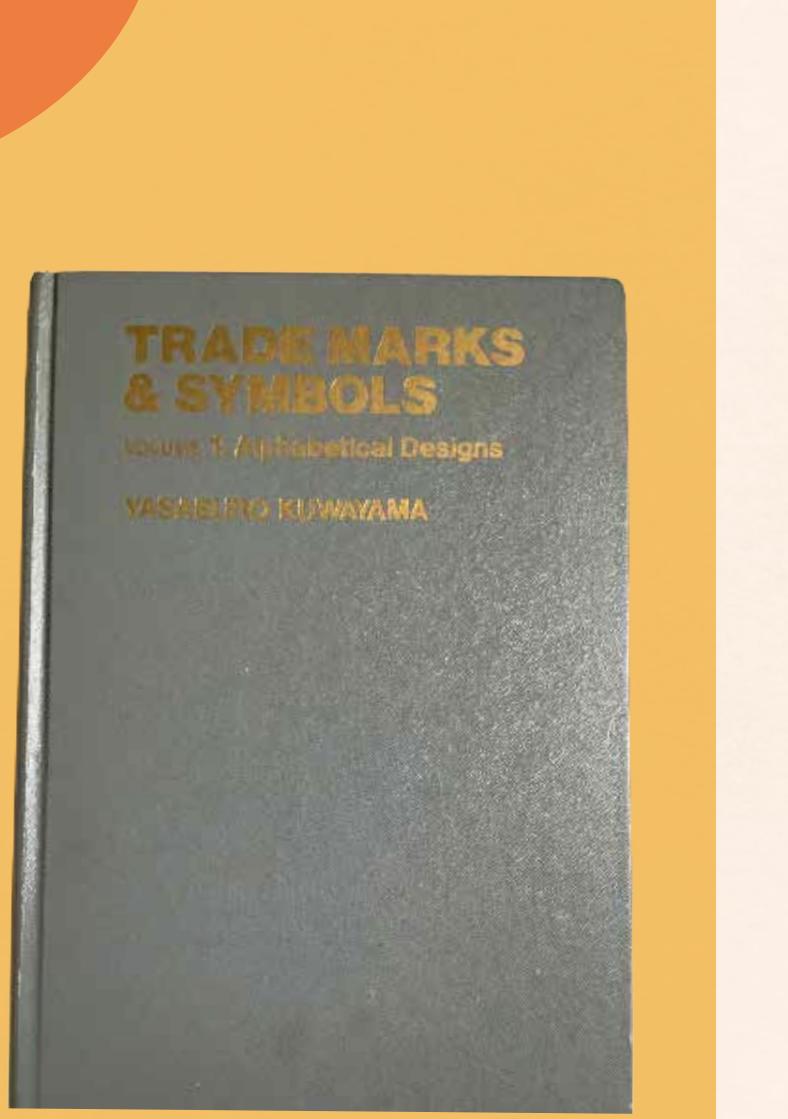


Layers

by Matt Kloskowski

"In this book you will learn about working with multiple layers, building and blending the layers. There is a chapter for advanced layer techniques and compositing and a chapter for many tips and tricks that make using layers a breeze."

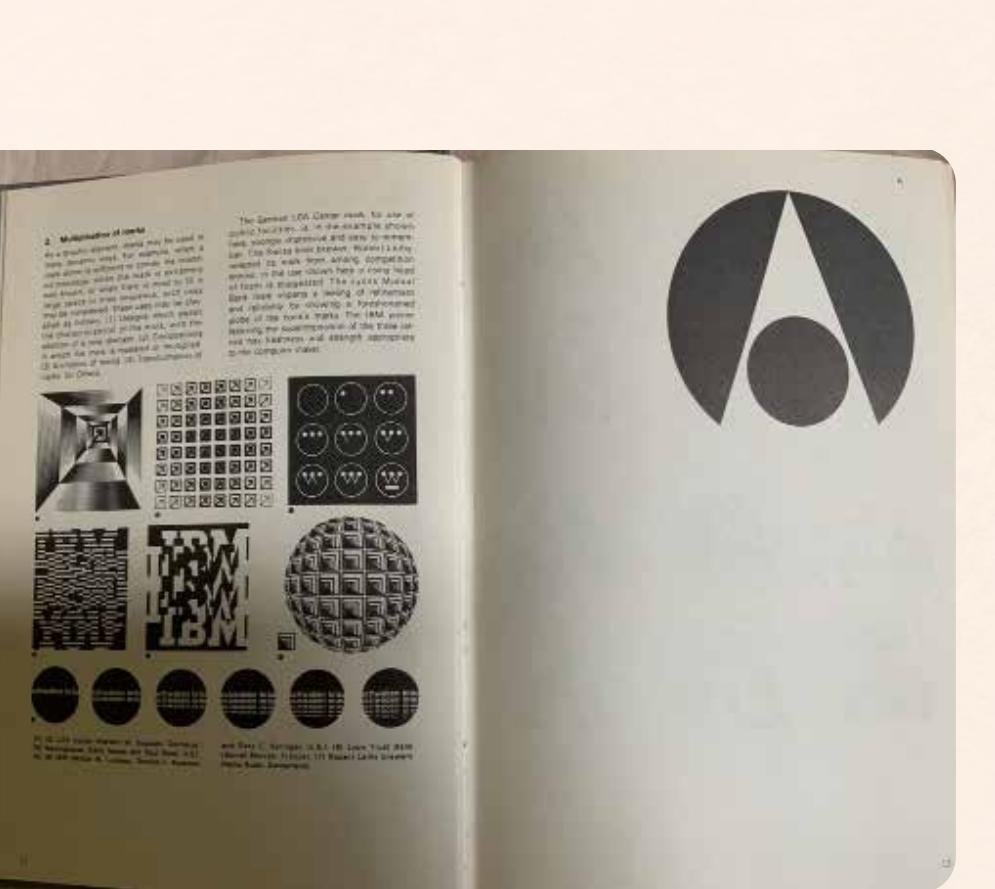


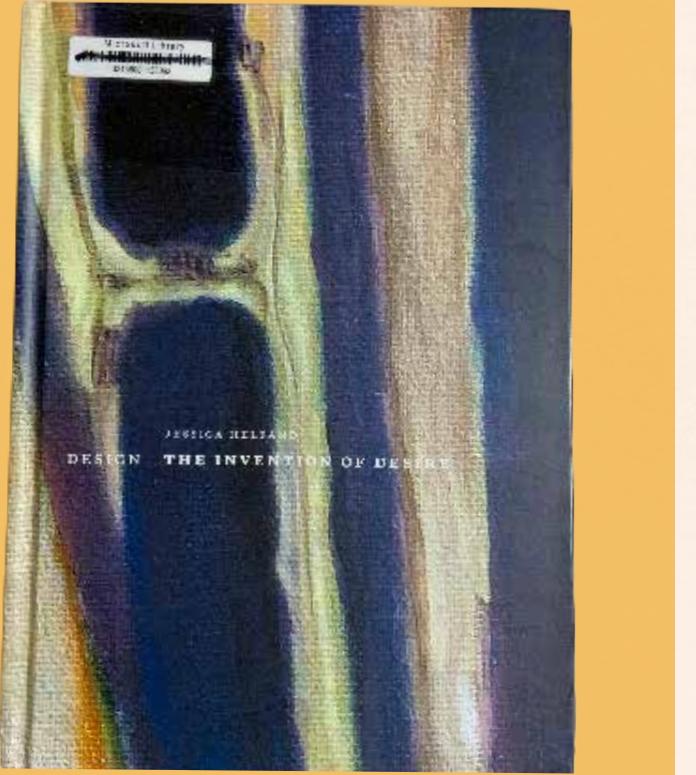


Trade Marks & Symbols

by Yasaburo Kuwayama

"This book is a huge collection of varieties of trademarks and symbols."

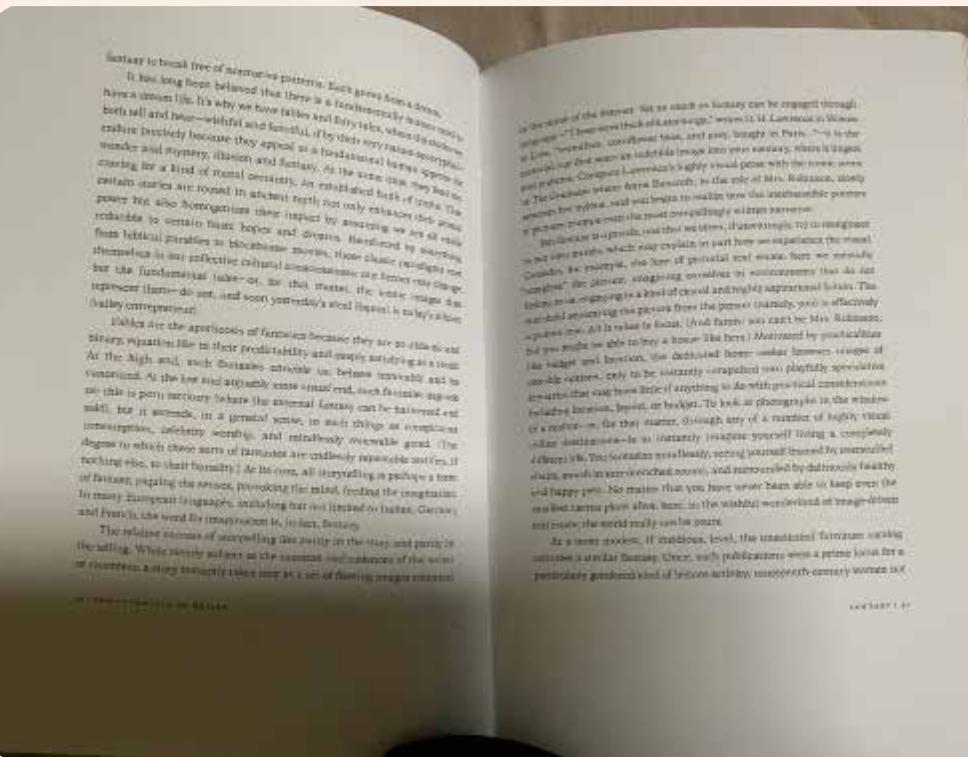
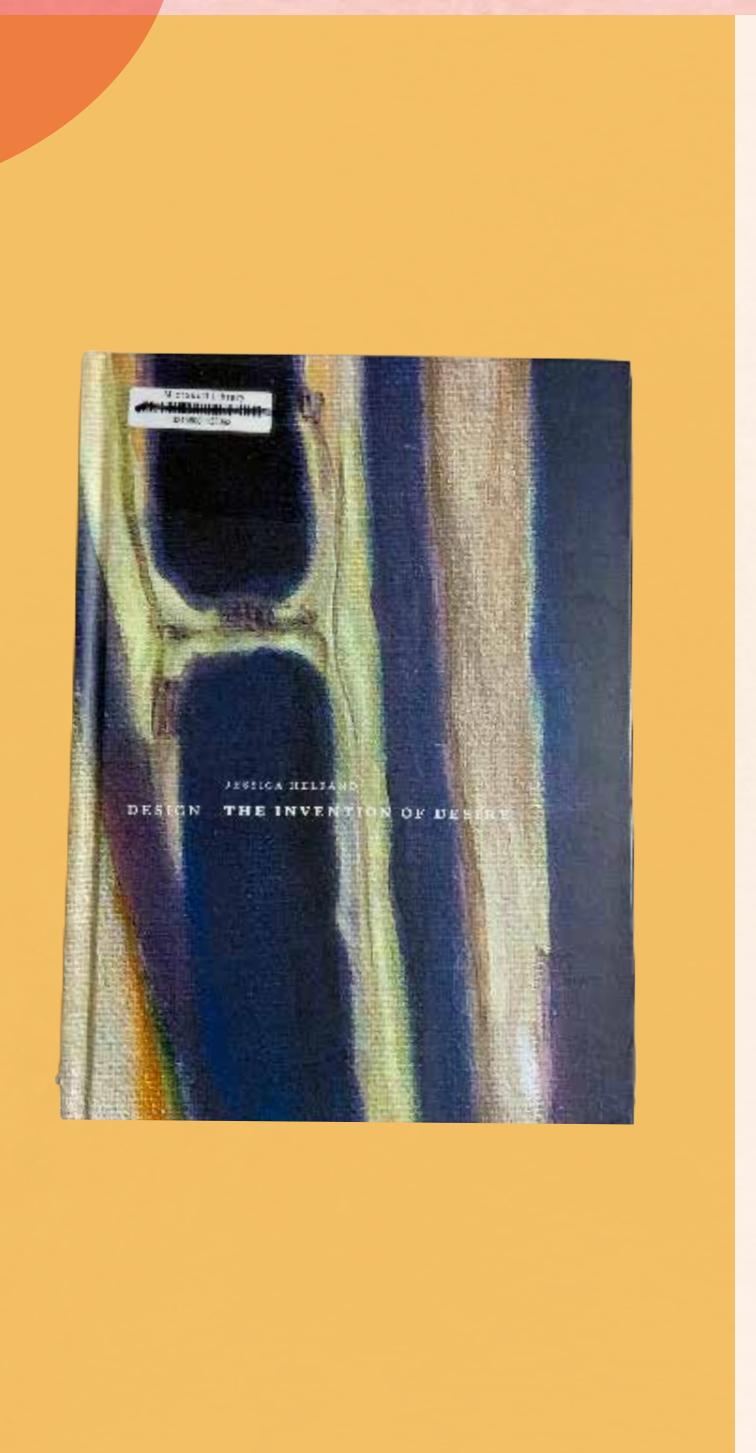


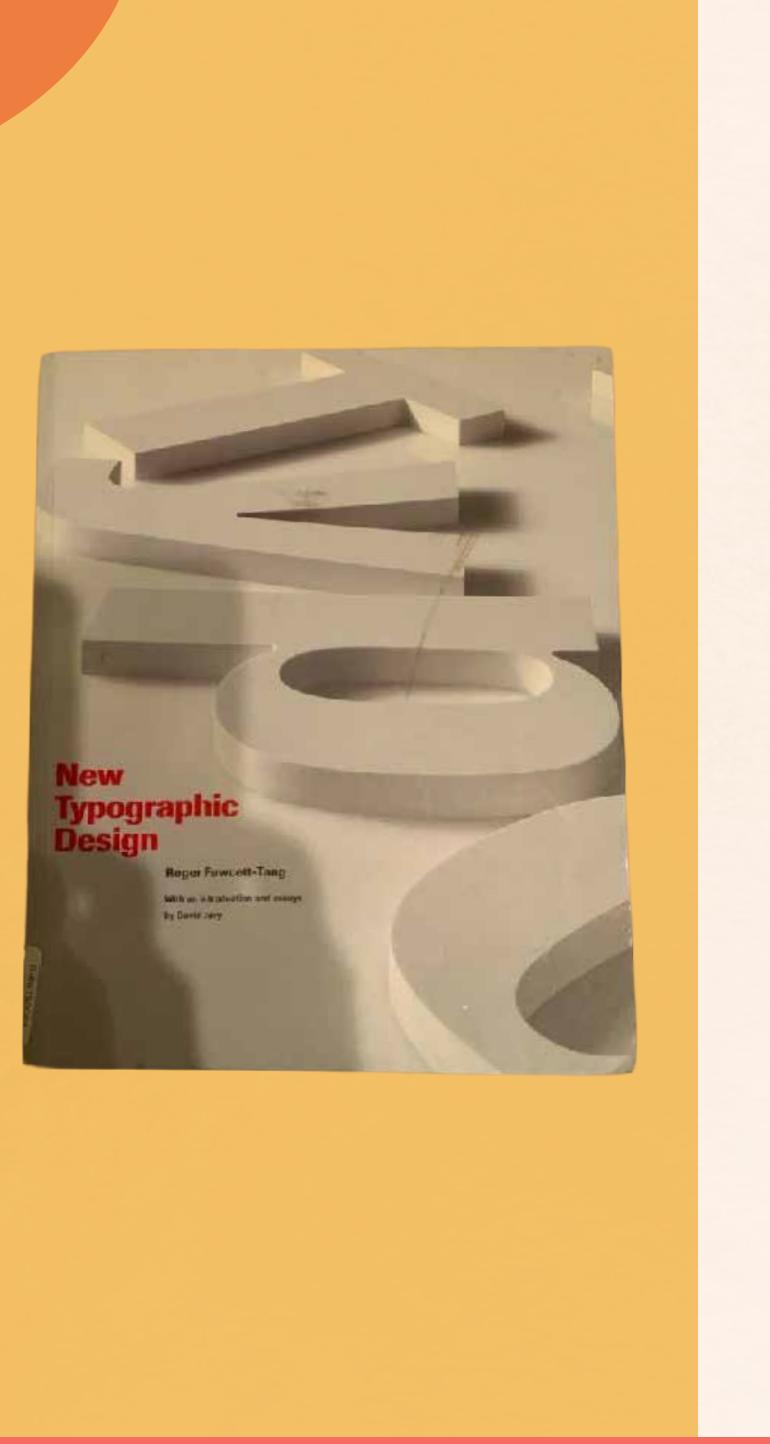


Design the invention of desire

by Jessica Helfand

"This book is a huge collection of varieties of trademarks and symbols."



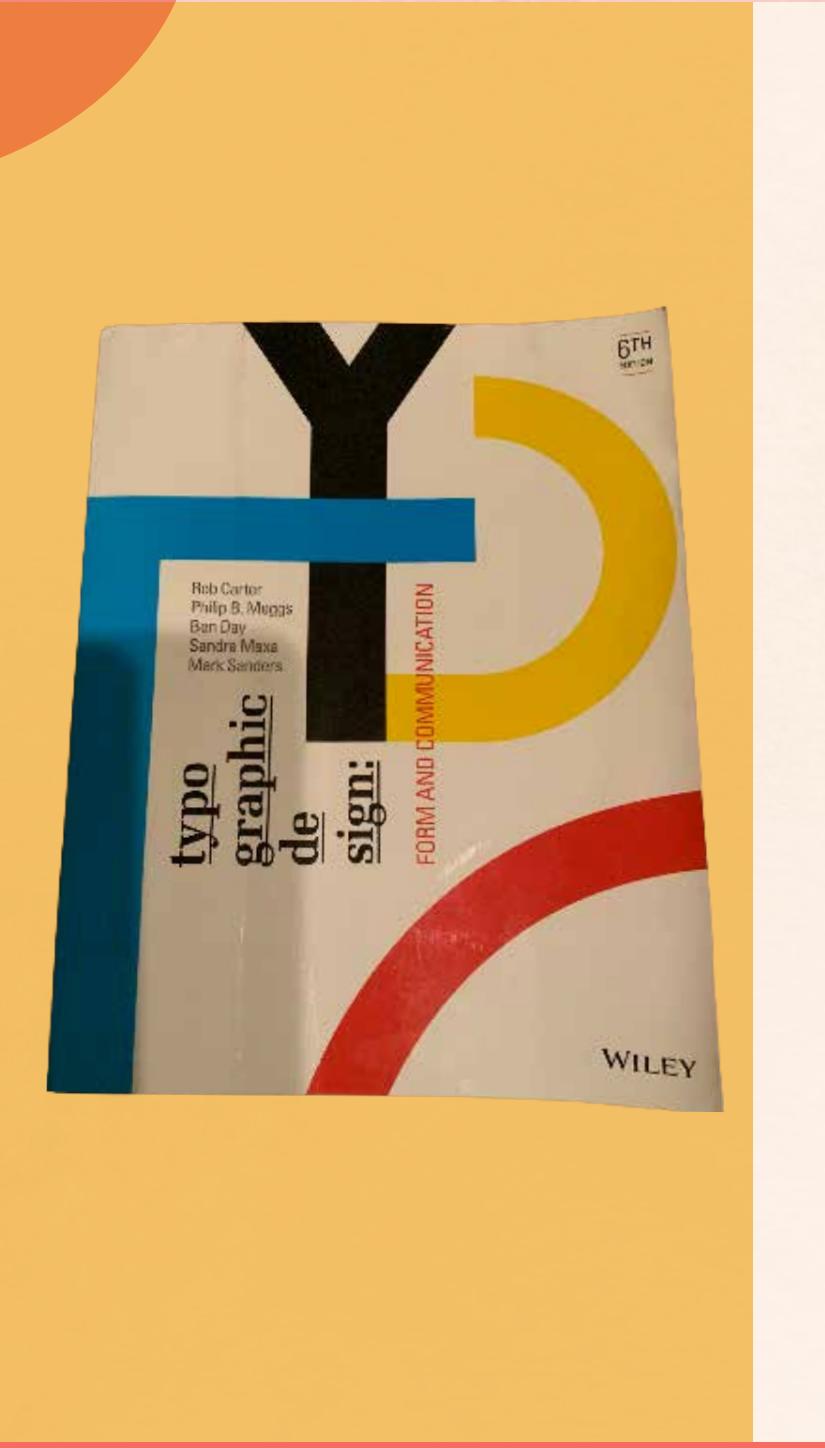


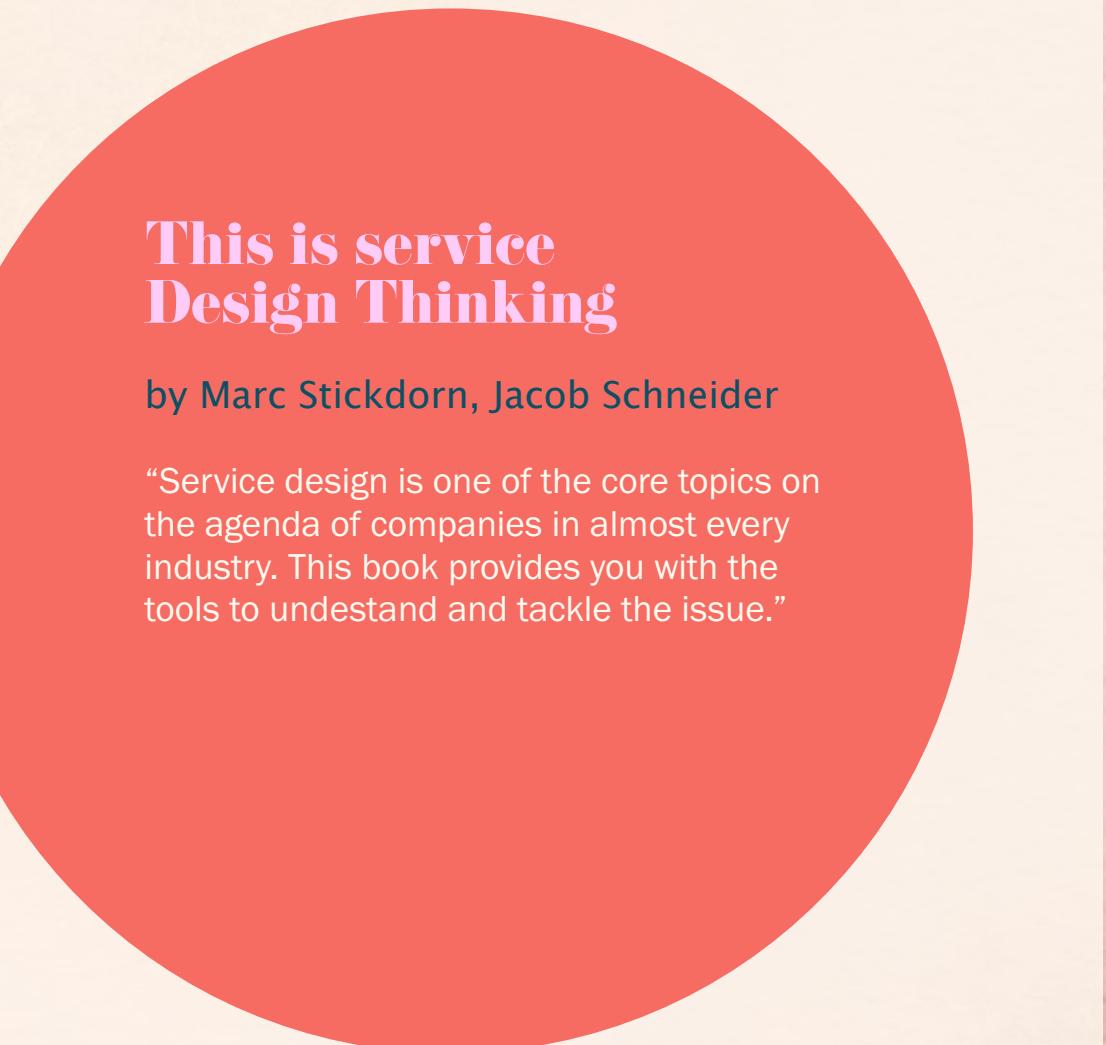
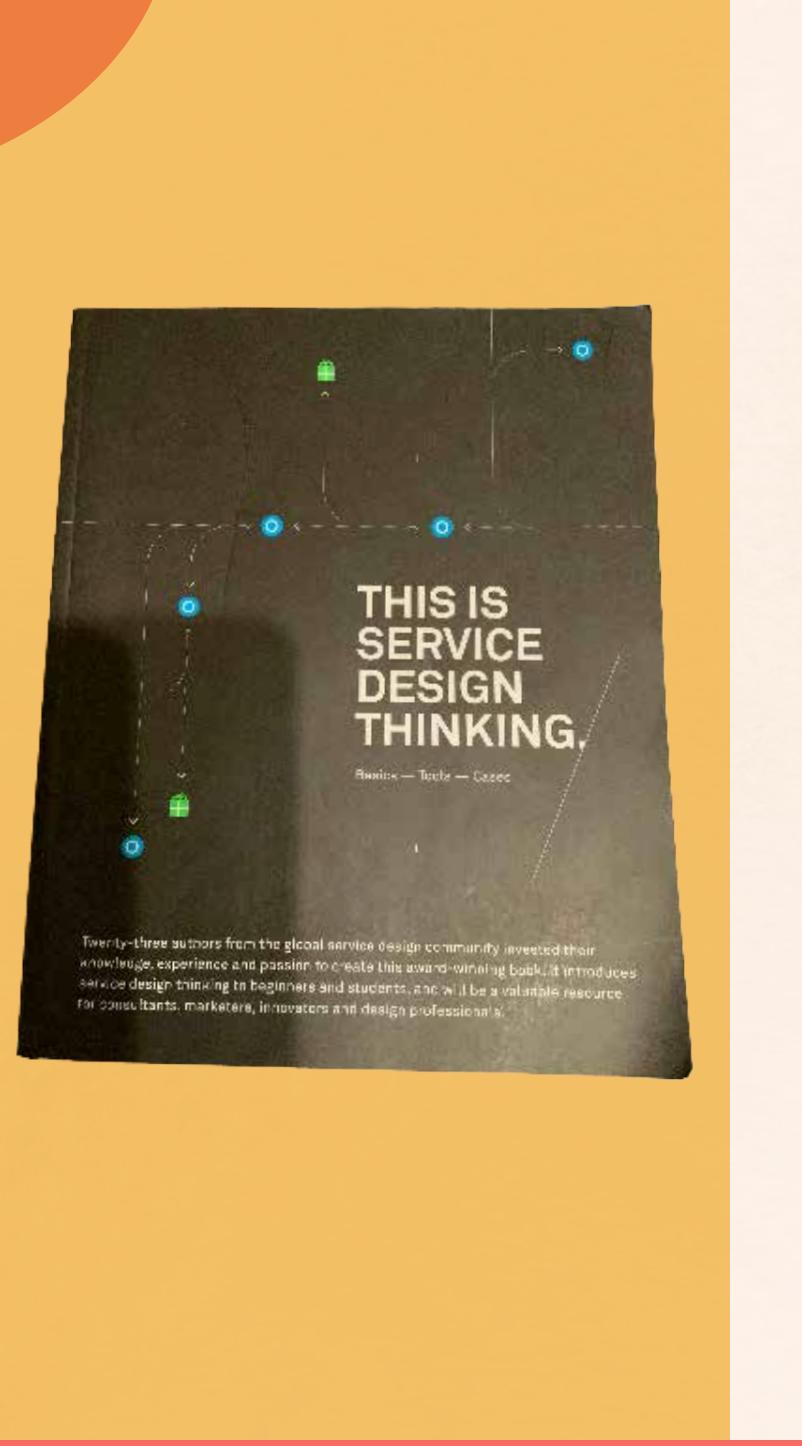
New Typographic Design

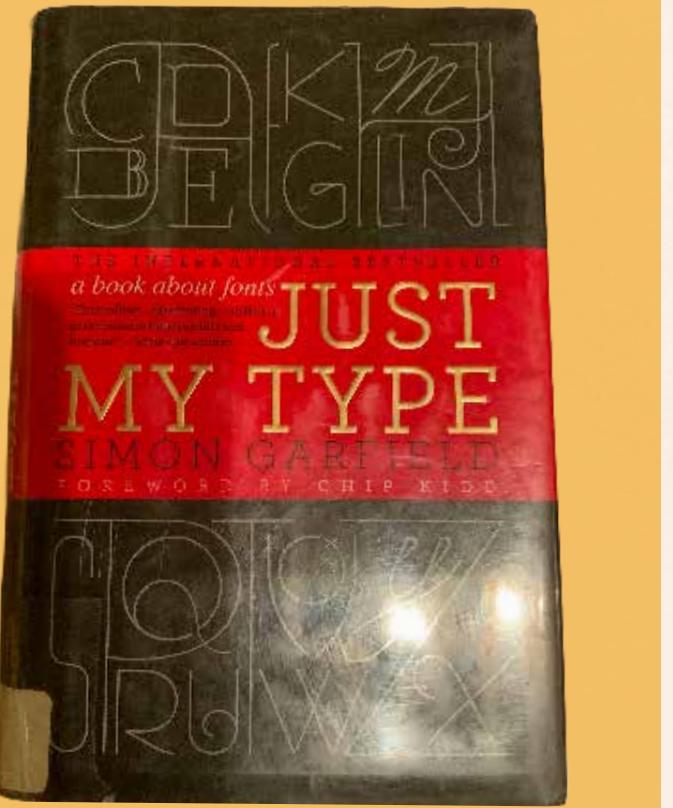
by Roger Fawcett-Tang

"This book covers a wide variety of applications from design for print - ranging from books, magazines, and brochures - to signage systems and screen - based typography, presenting the most current trends and directions of modern typography by both leading and emerging designers."





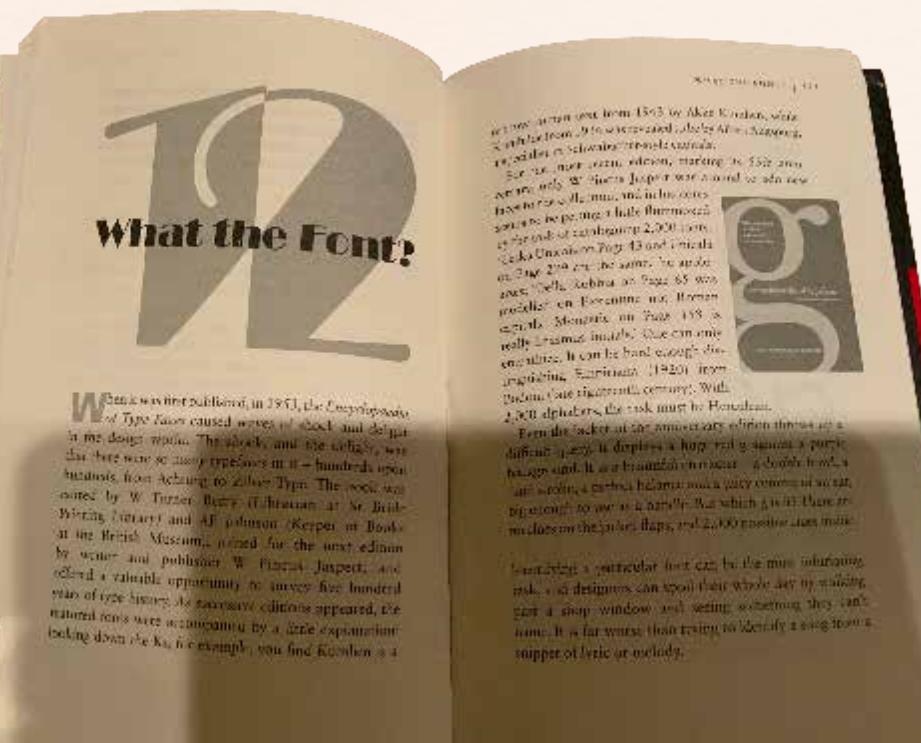
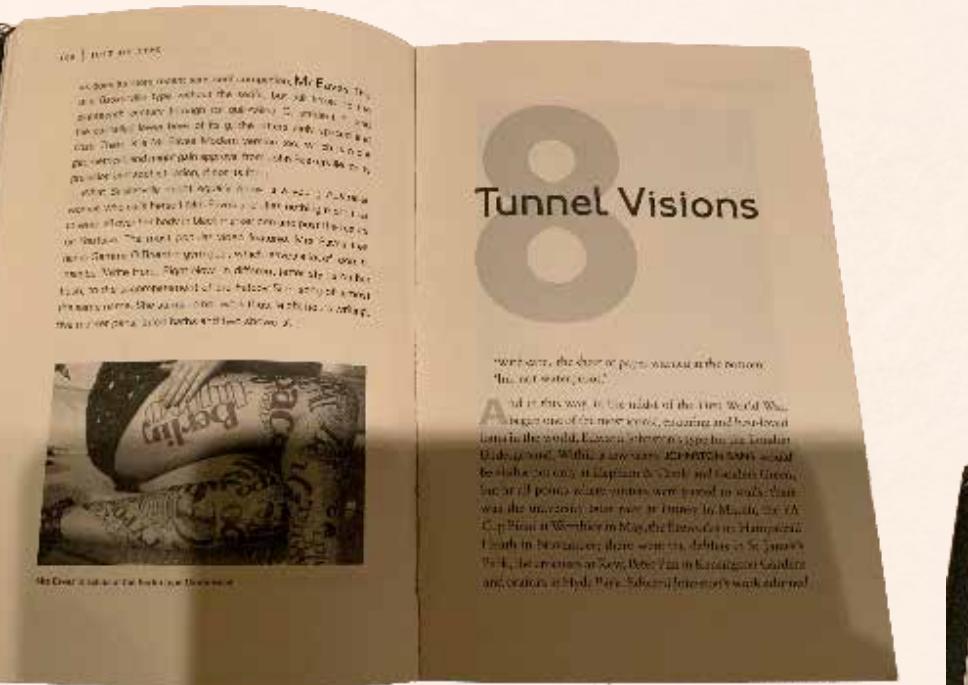


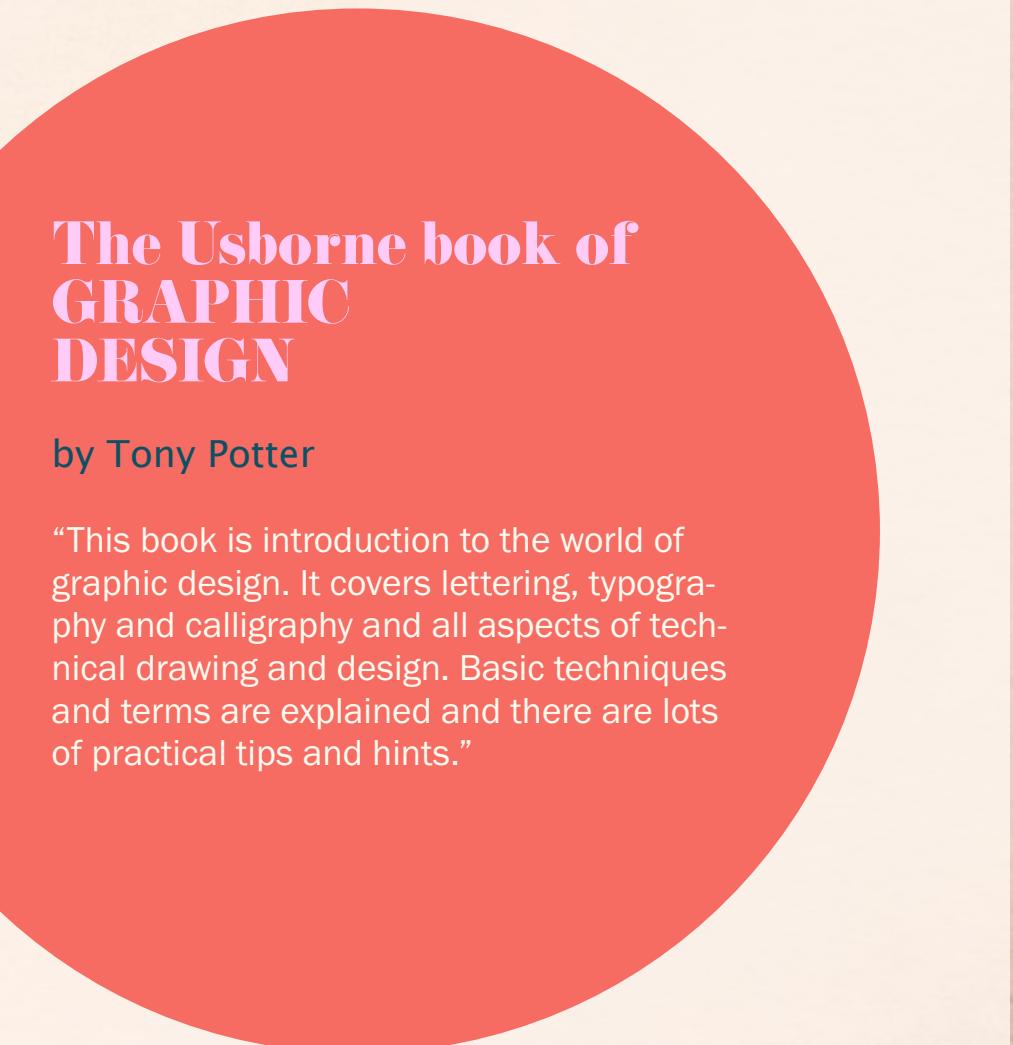


Just My TYPE

by Simon Garfield

“With wit, grace, and intelligence, Simon Garfield tells the fascinating stories behind the letters that we encounter every day on our street corners, our bookstore shelves, and our computer screens.”



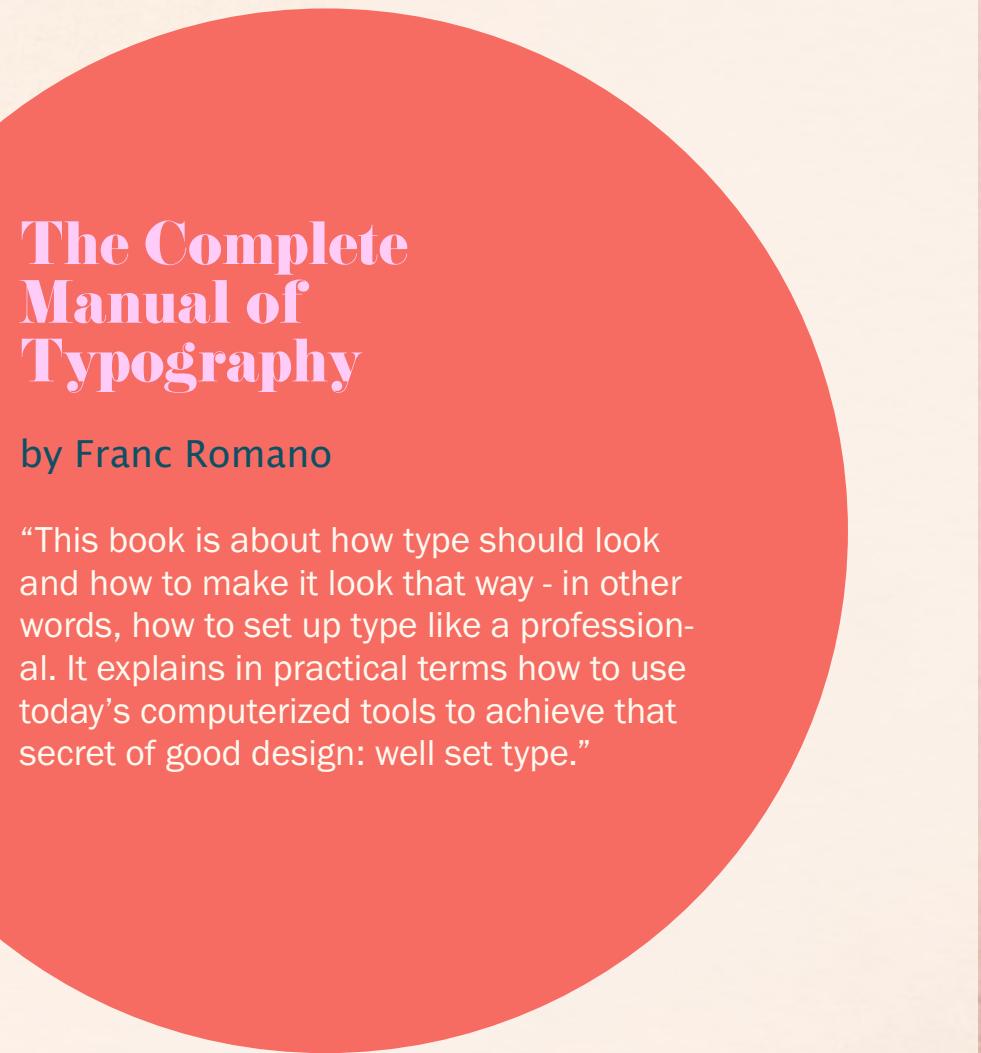
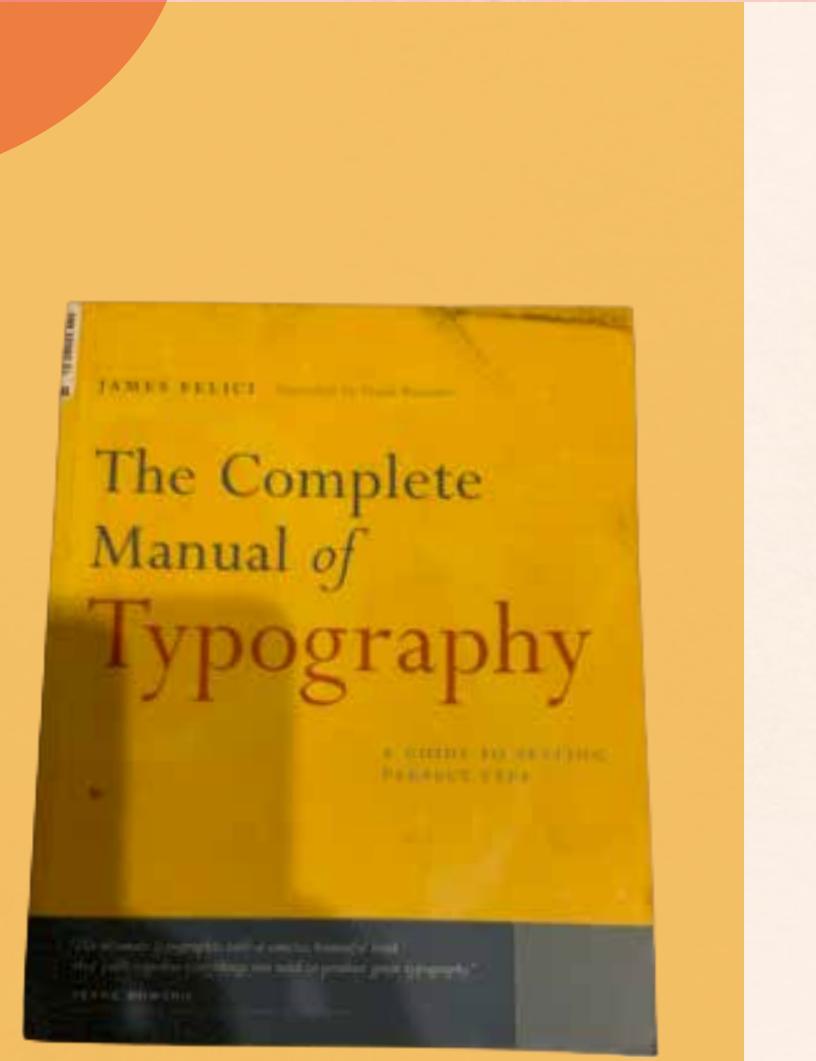


The Usborne book of GRAPHIC DESIGN

by Tony Potter

"This book is introduction to the world of graphic design. It covers lettering, typography and calligraphy and all aspects of technical drawing and design. Basic techniques and terms are explained and there are lots of practical tips and hints."

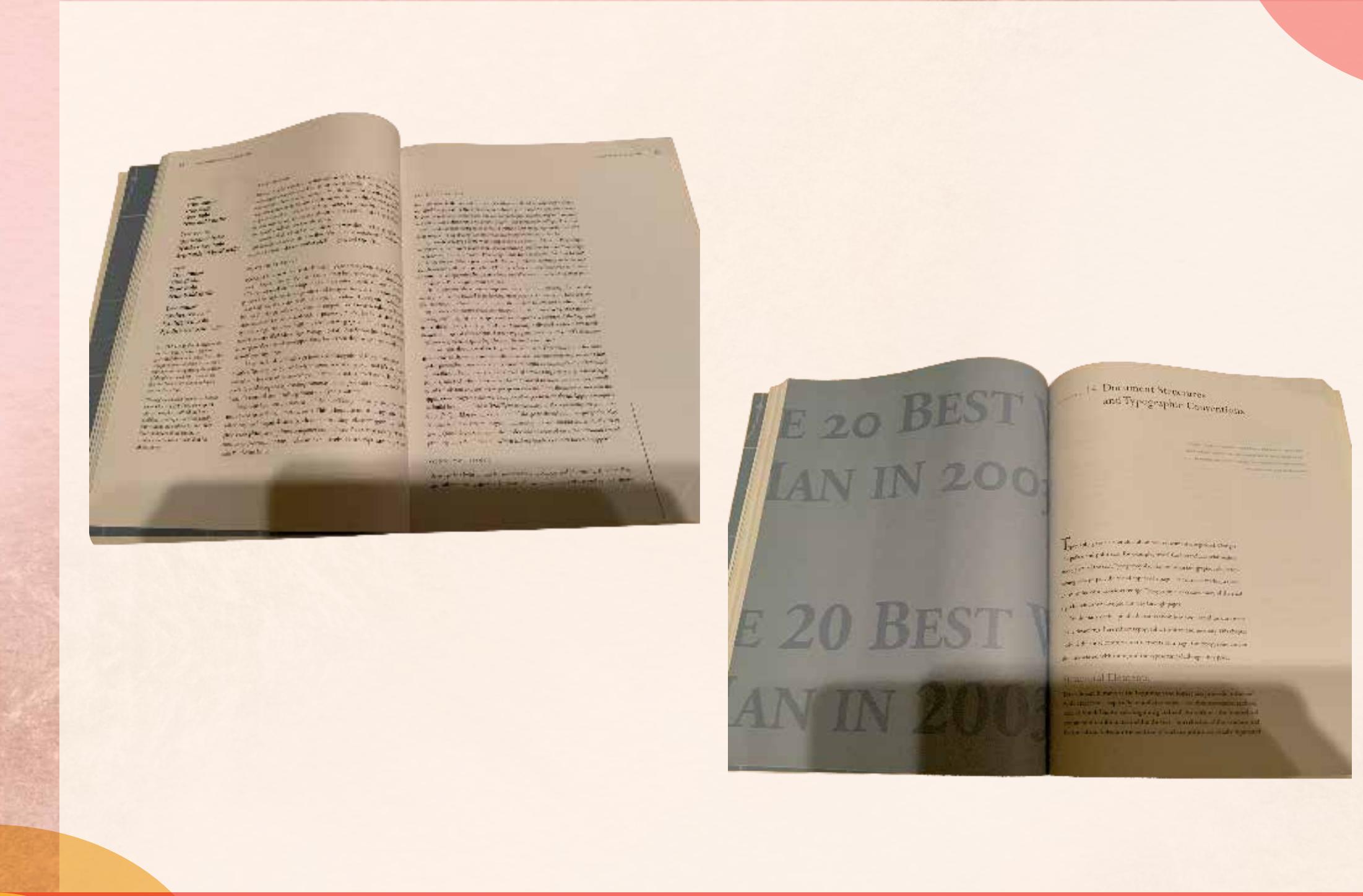


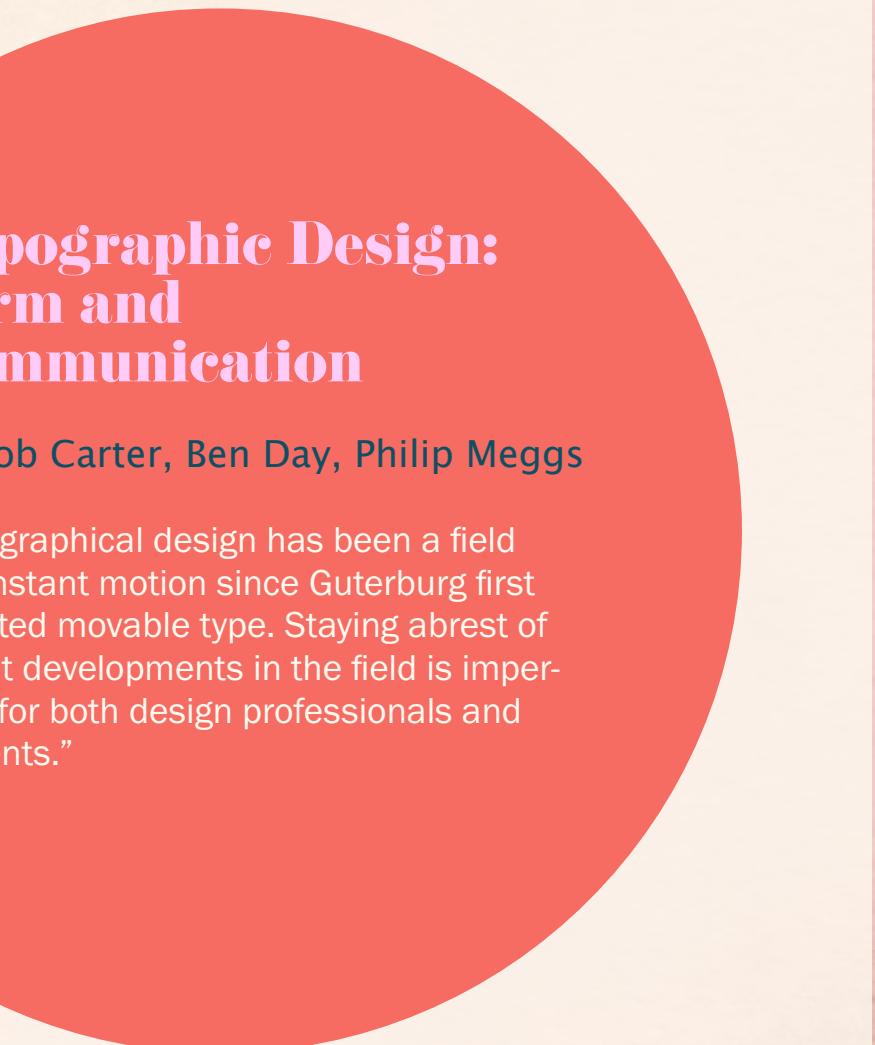
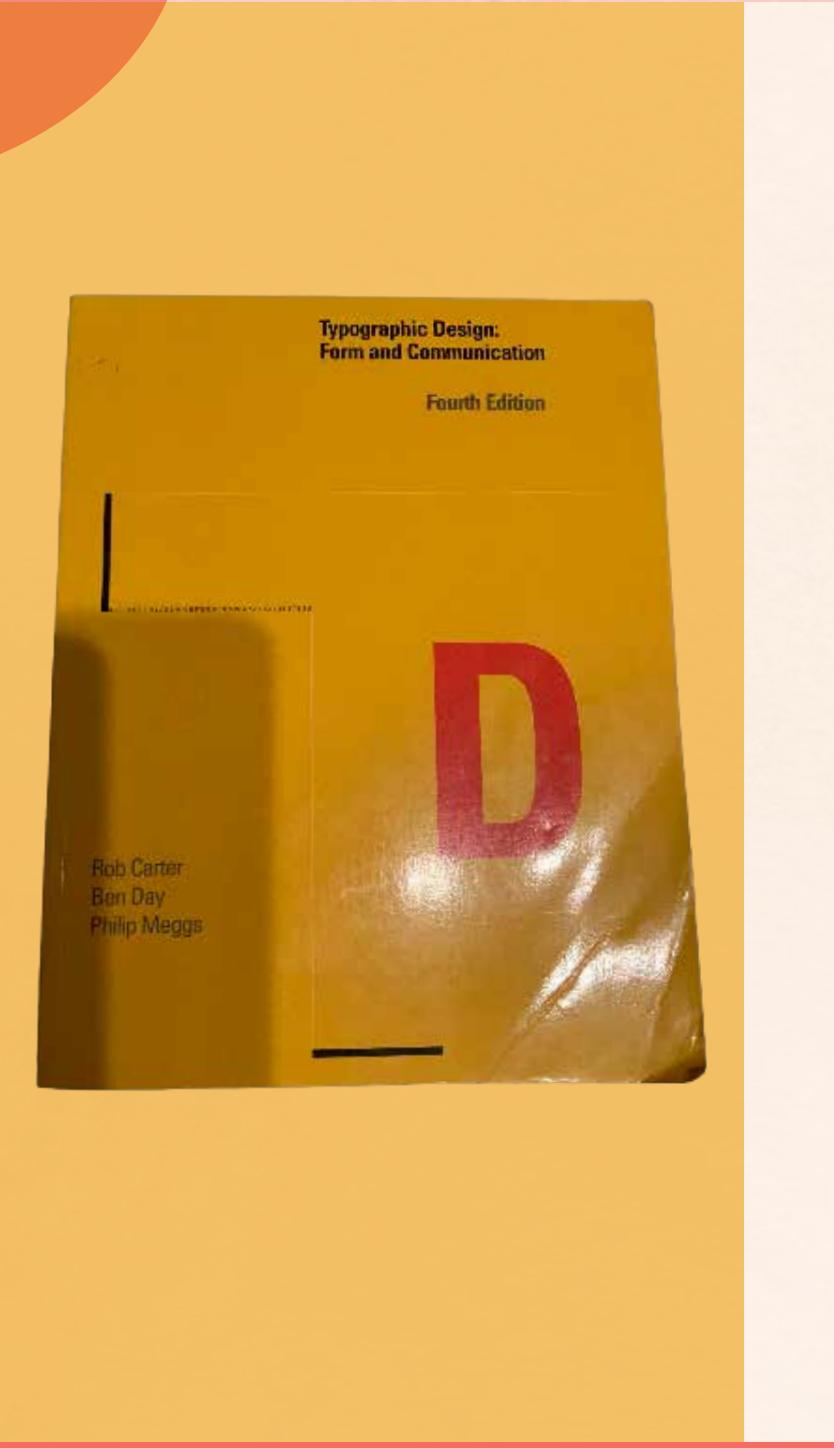


The Complete Manual of Typography

by Franc Romano

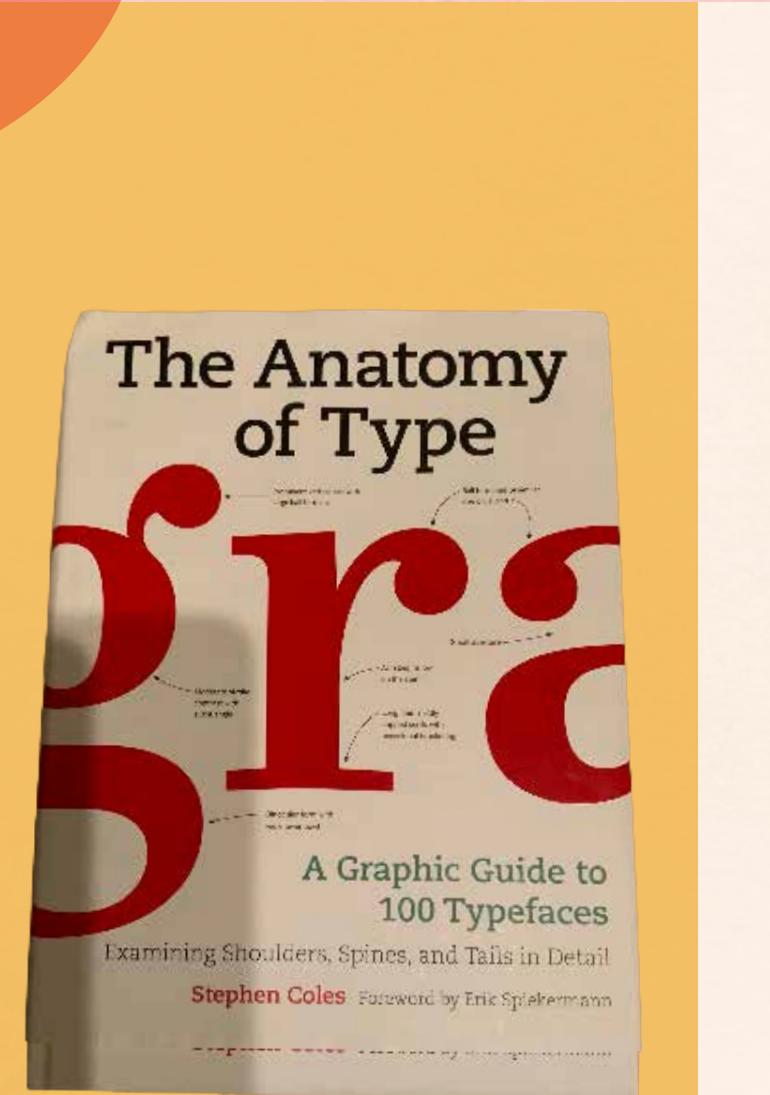
"This book is about how type should look and how to make it look that way - in other words, how to set up type like a professional. It explains in practical terms how to use today's computerized tools to achieve that secret of good design: well set type."





“Typographical design has been a field in constant motion since Guternburg first invented movable type. Staying abreast of recent developments in the field is imperative for both design professionals and students.”



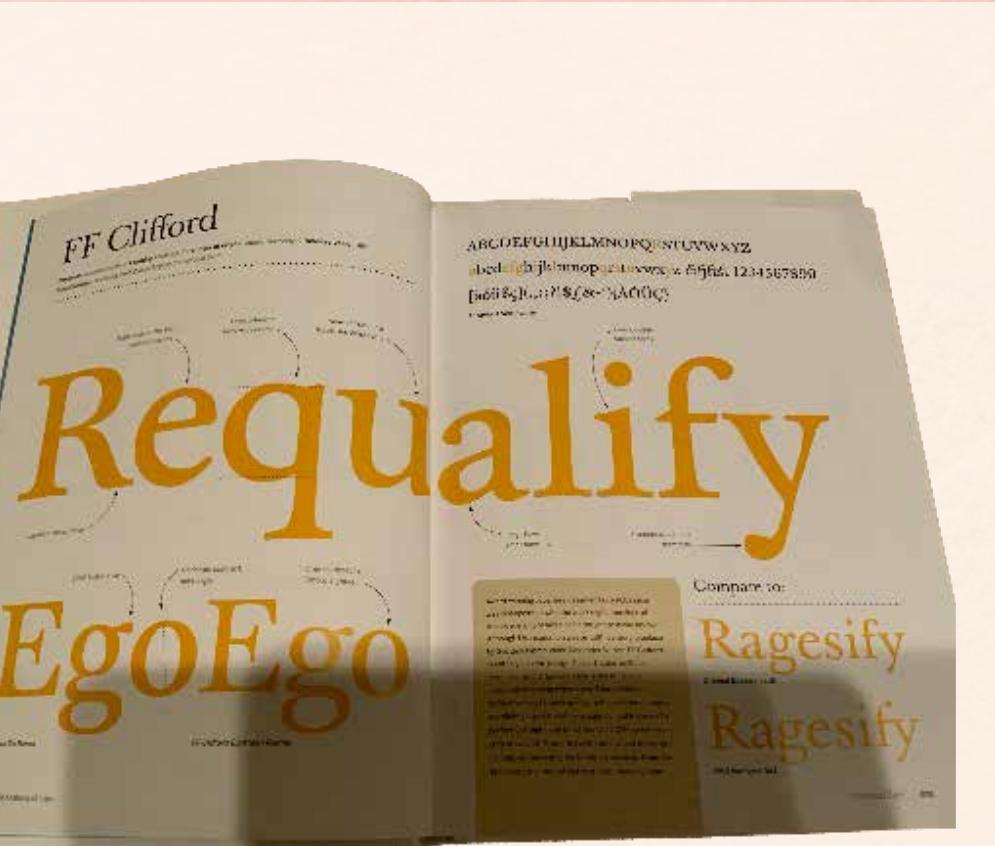


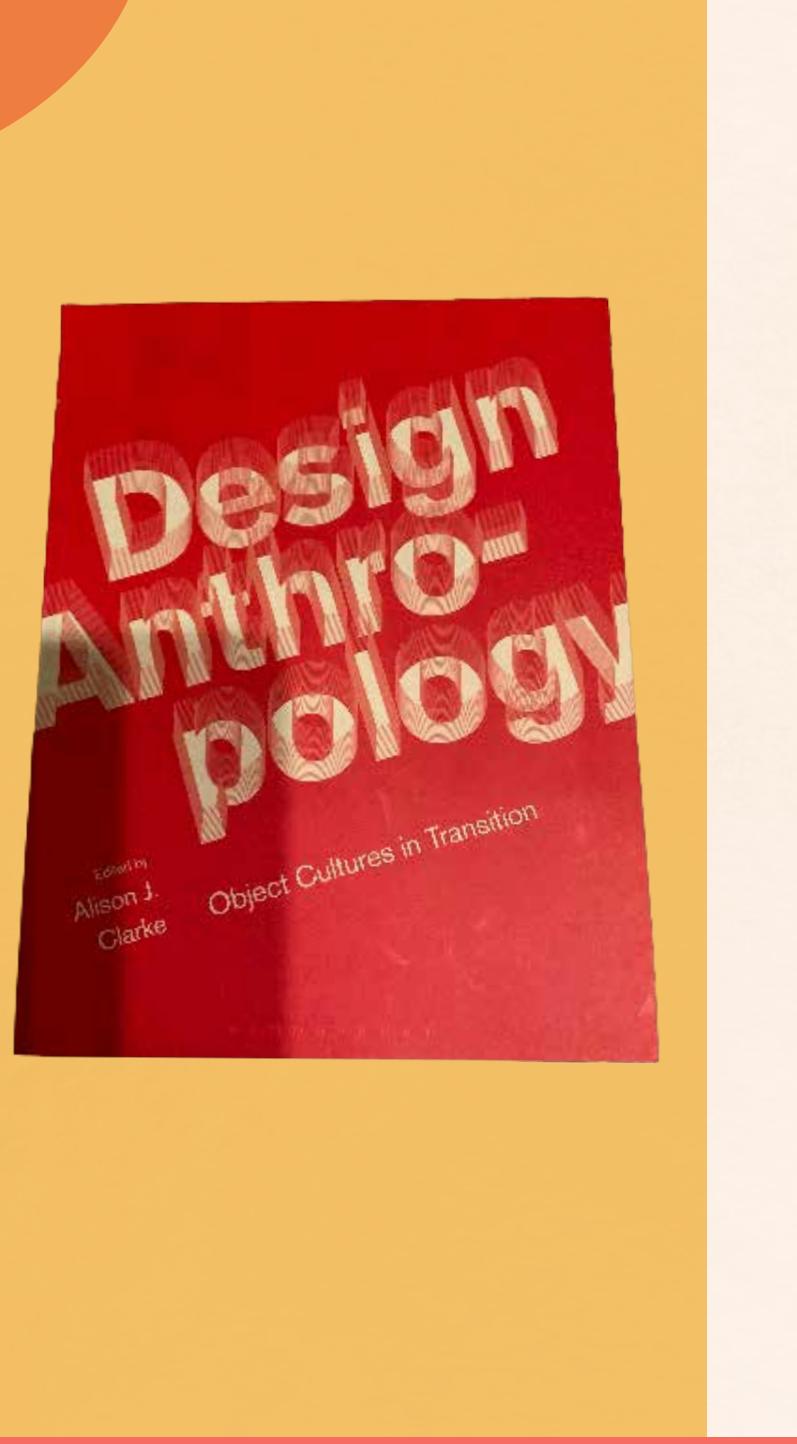
The Anatomy of Type

by Stephen Coles

"A Graphic Guide to 100 Typefaces. Examines shoulders, spines, and tails in details."

"The former creative director of FontShop, Stephen Coles now edits the websites Typographica, Font in Use, and The Mid-Century Modernist, and contributes to Print and Codex magazines. A Type Camp instructor, he is a member of the FontFont TypeBoard. He lives in Oakland, California and Berlin, Germany."

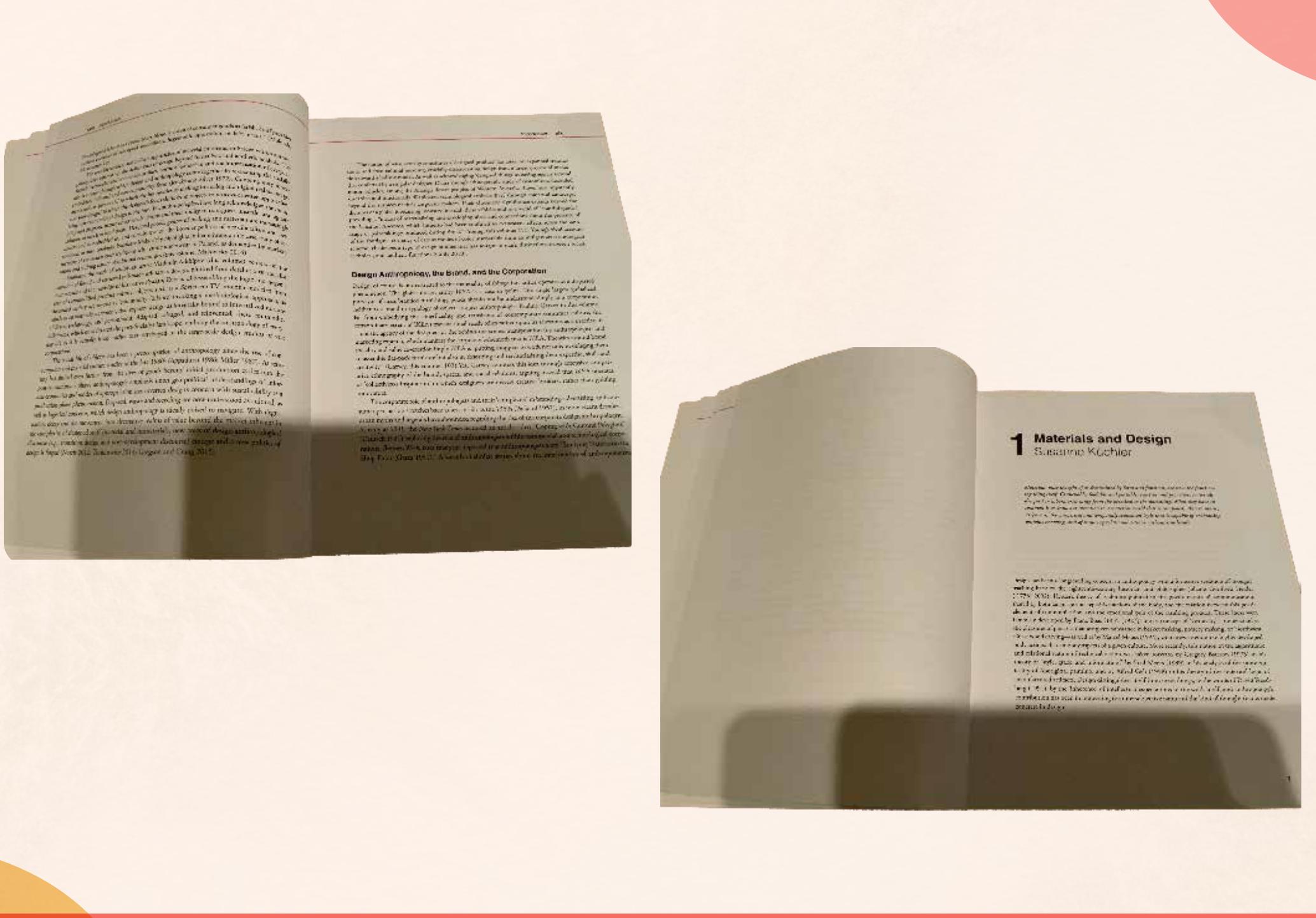


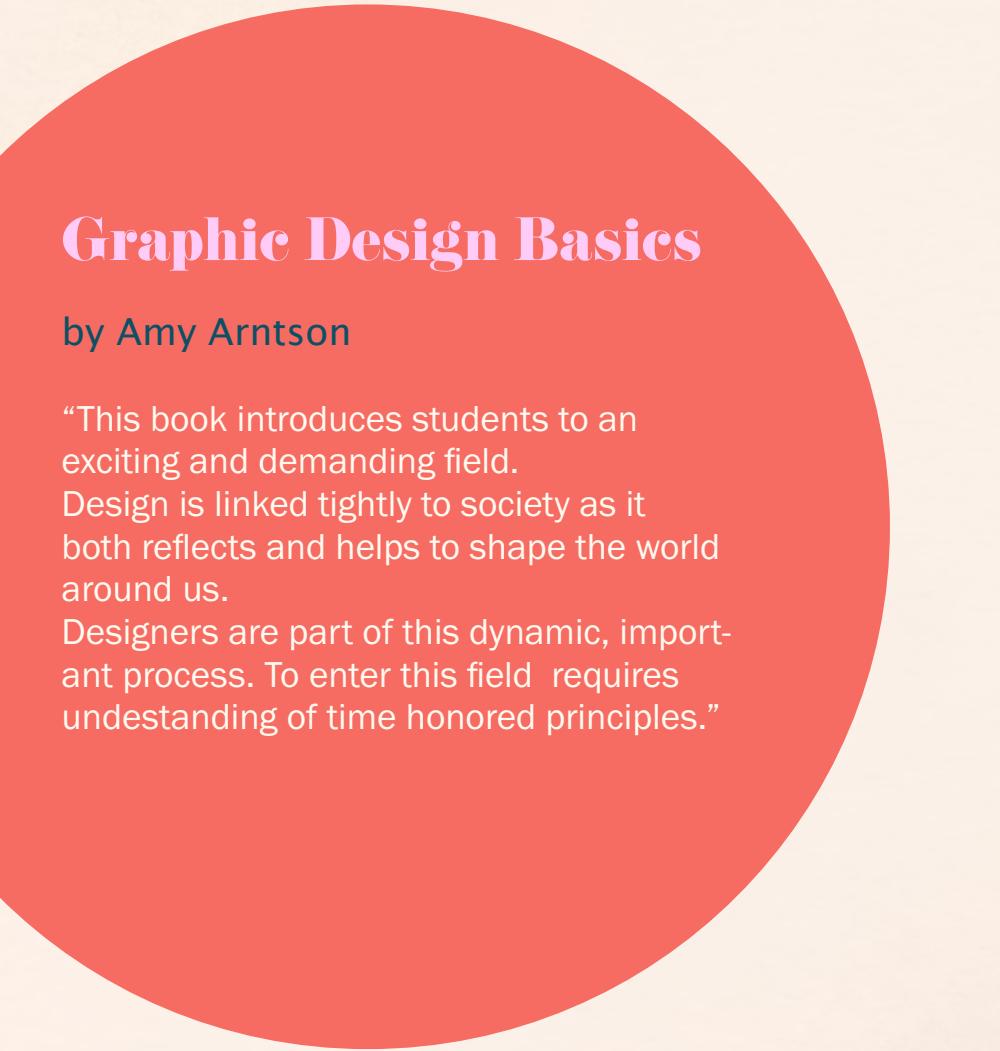


Design Anthropology

by Alison Clarke

"This book brings together leading international design theorists, consultants, and anthropologists to explore the changing object culture of the twenty-first century."



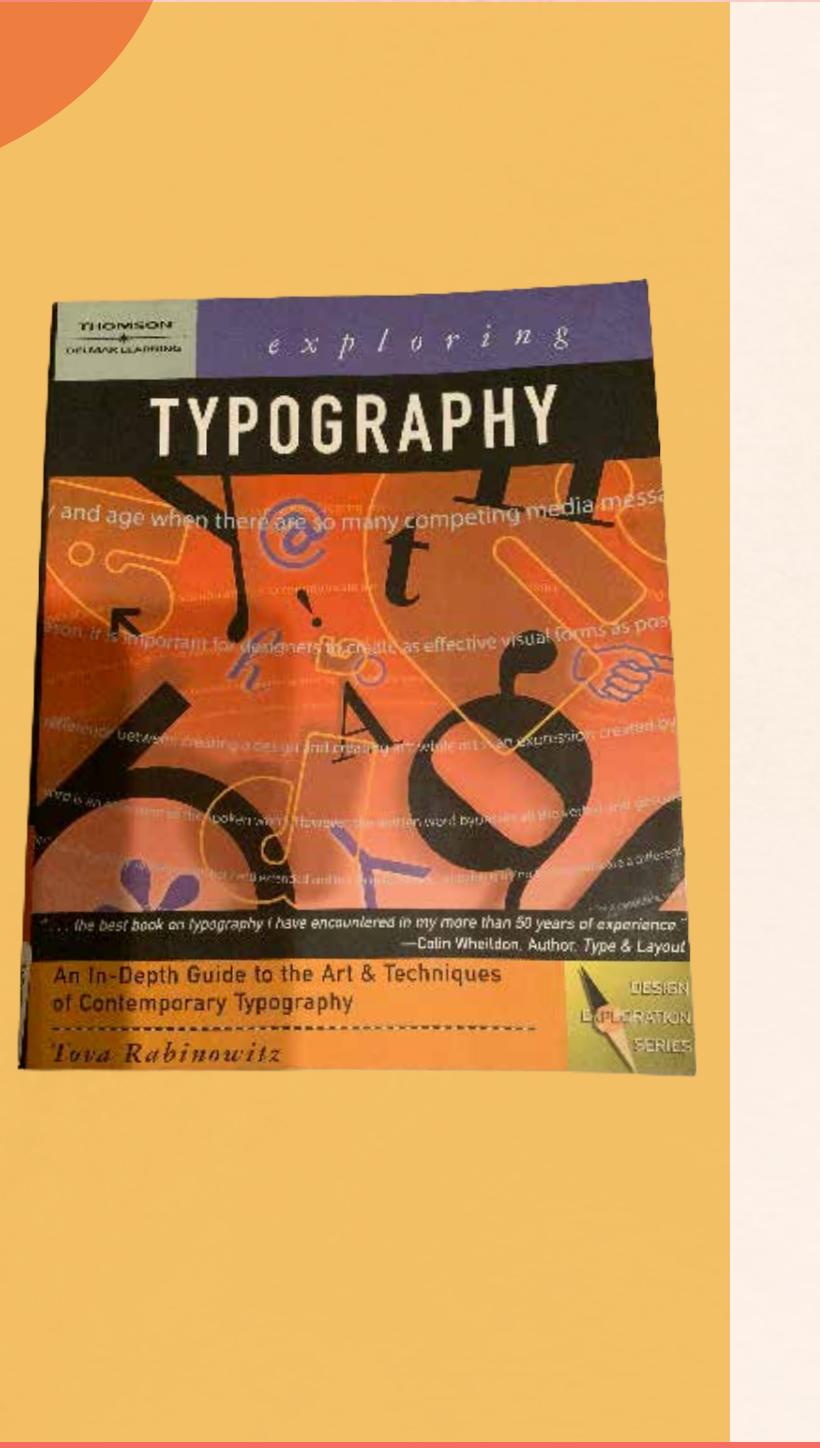


Graphic Design Basics

by Amy Arntson

"This book introduces students to an exciting and demanding field. Design is linked tightly to society as it both reflects and helps to shape the world around us. Designers are part of this dynamic, important process. To enter this field requires understanding of time honored principles."

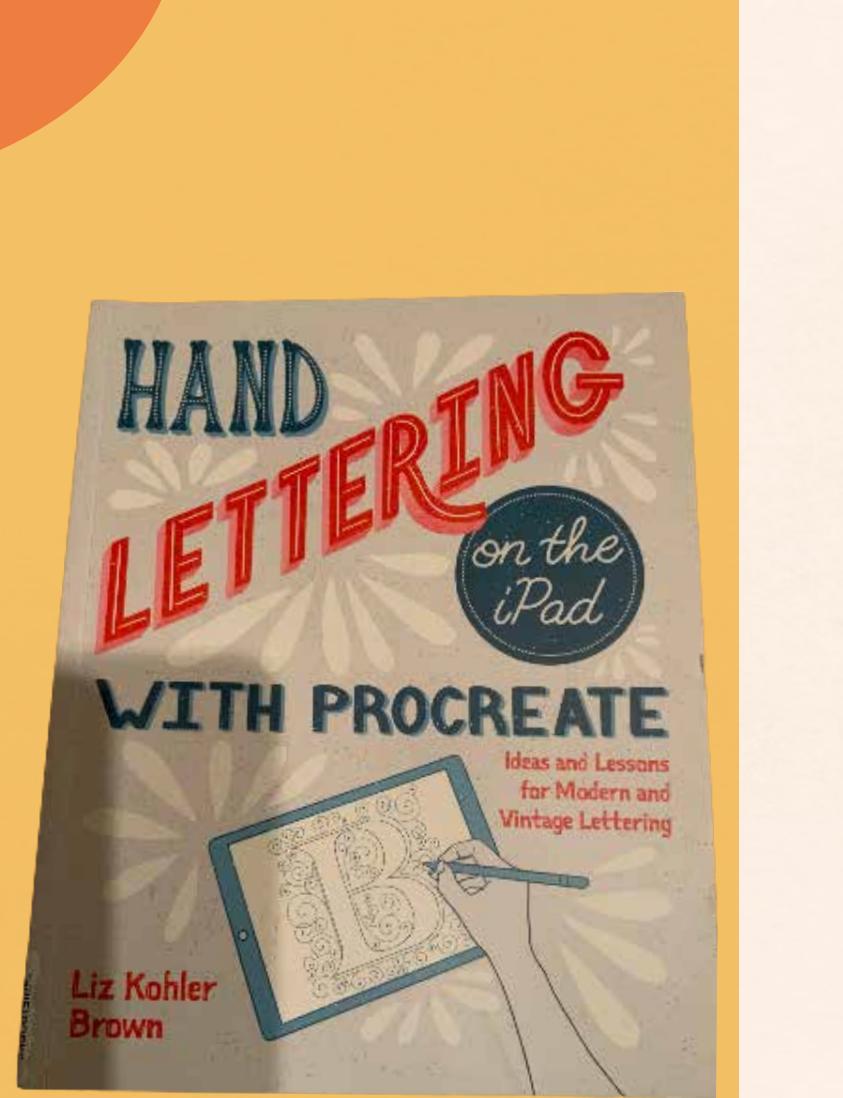




Rabinowitz

at do designers need to know about typography? The answer can be found in this fully illustrated book that examines the varied uses of type in contemporary visual communications.”



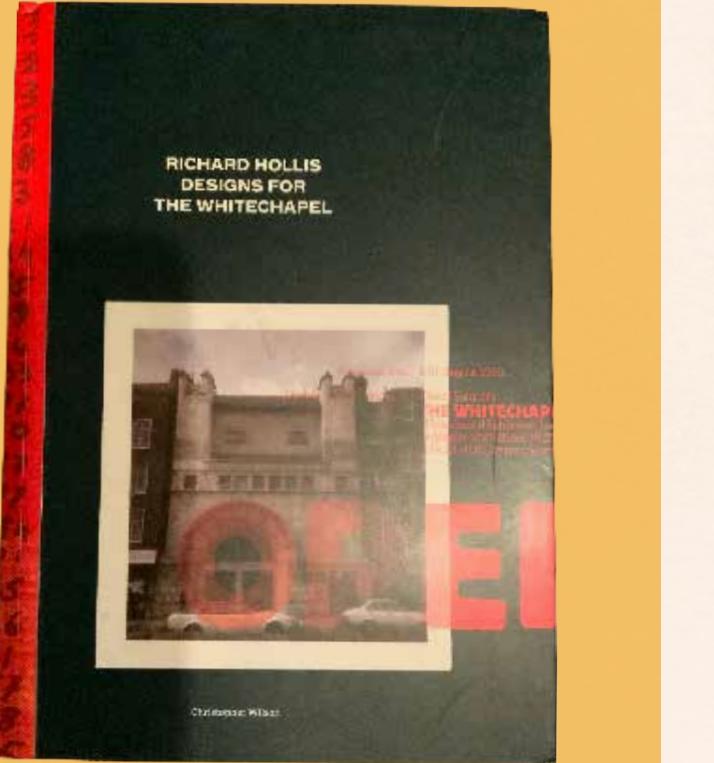


Hand Lettering with Procreate

by Liz Kohler Brown

“Digital hand lettering is the ultimate way to create dynamic, eye-catching lettering compositions, and now this book details every step of the process to create your own masterpieces. Using the versatile and intuitive iPad drawing and design app Procreate, author composes a series of fun and easy lettering projects that will build confidence by giving all the necessary tools to create gorgeous compositions from the ground up.”

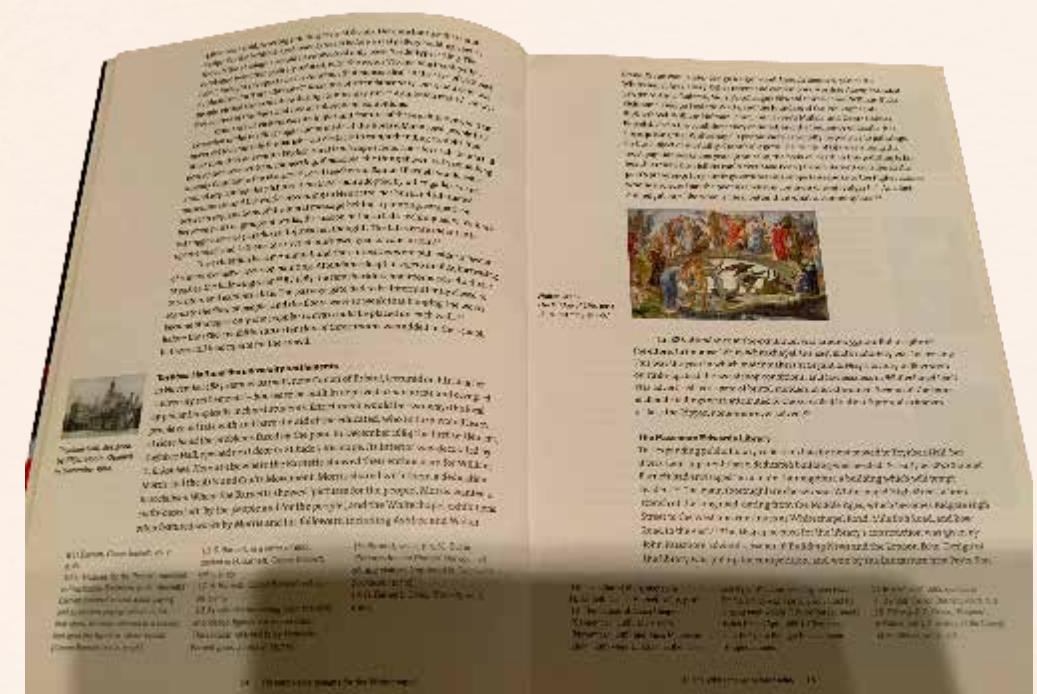




Richard Hollis Designs For The Whitechapel

by Christopher Wilson

“When Richard Hollis worked for the Whitechapel Art Gallery, a distinctive British graphic designer was joined with a special institution. This book traces the separate histories of the designer and the gallery, and then examines in detail the work they did together.”

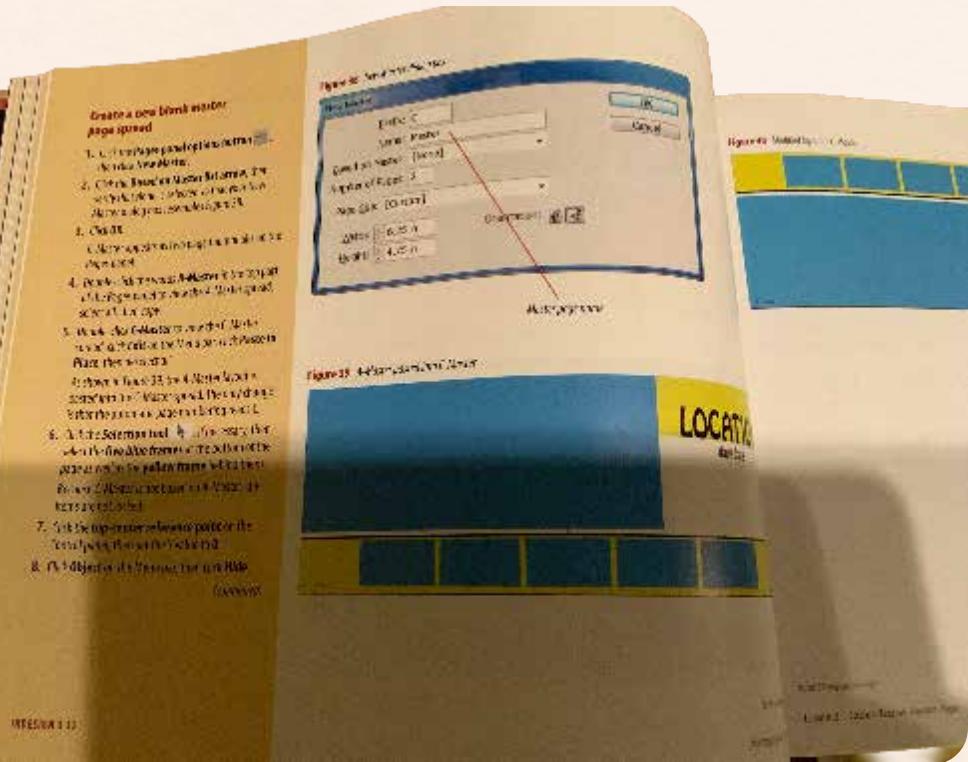
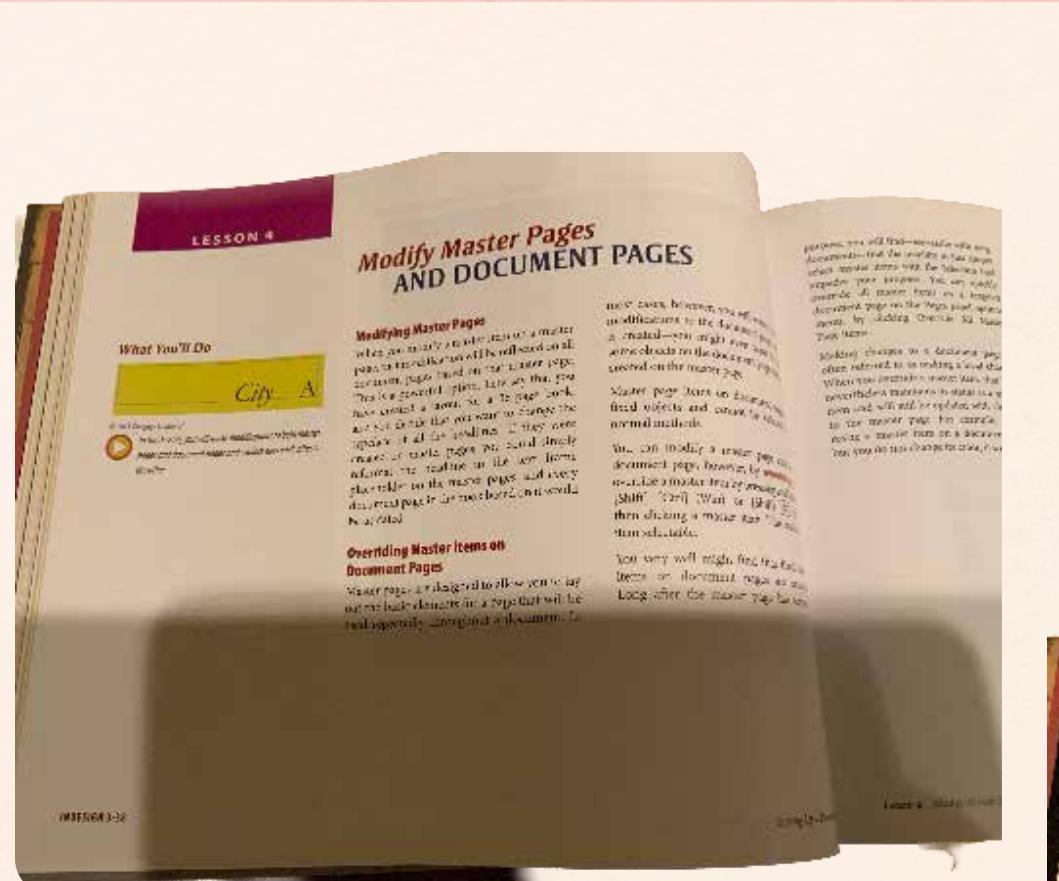


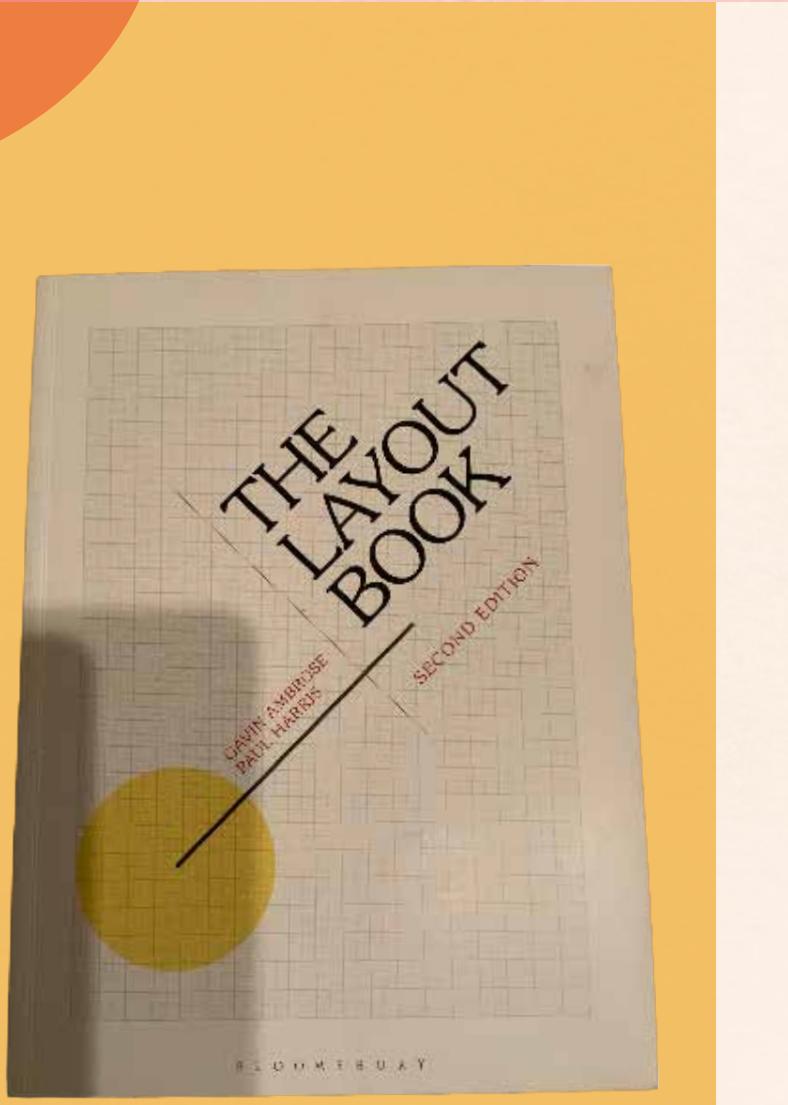


Adobe InDesign Revealed

by Chris Botello

"This book is your guide to today's hottest multimedia application."

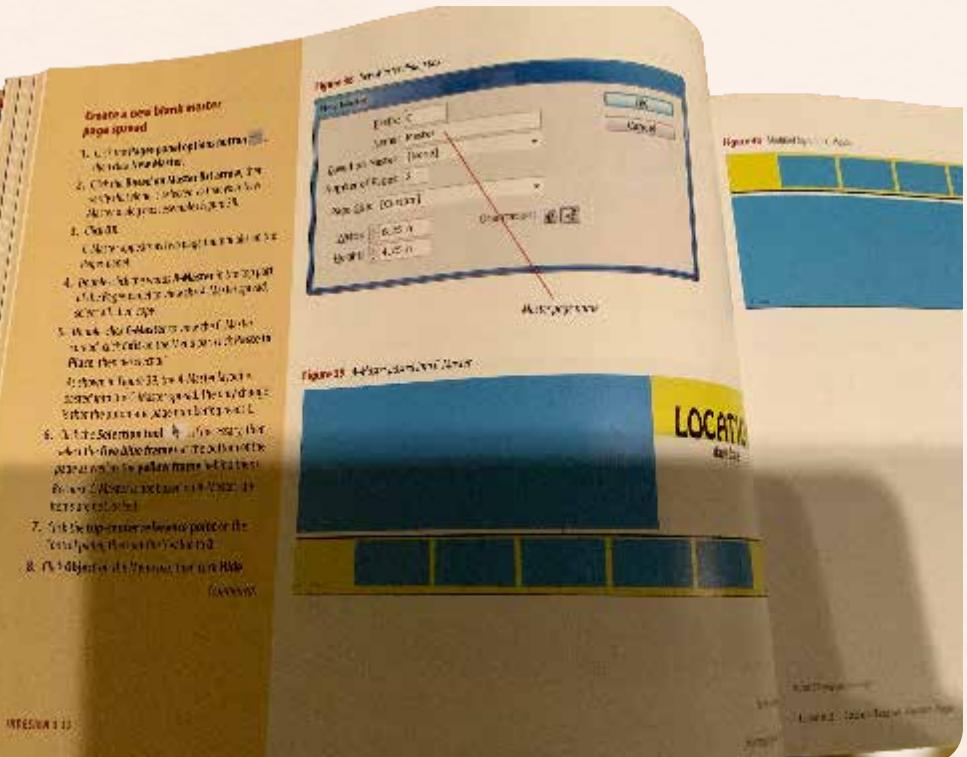
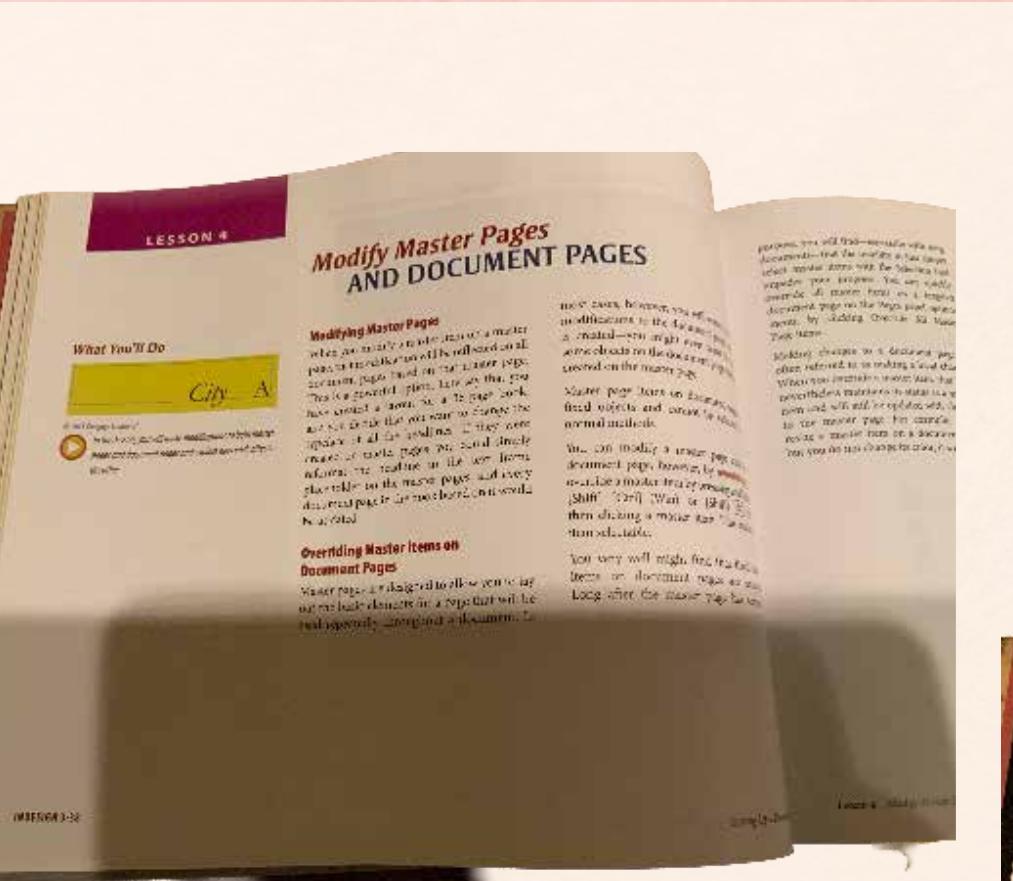




The Layout book

by Gavin Ambrose, Paul Harris
(second edition)

"This book explores the fundamentals of layout theory and practice. Learning how to use images, objects and typography to create effective layout is a key skill that every designer must master. "

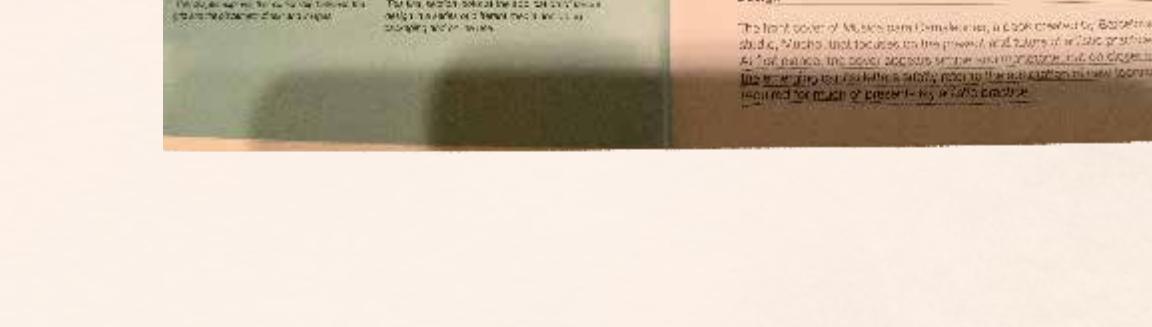
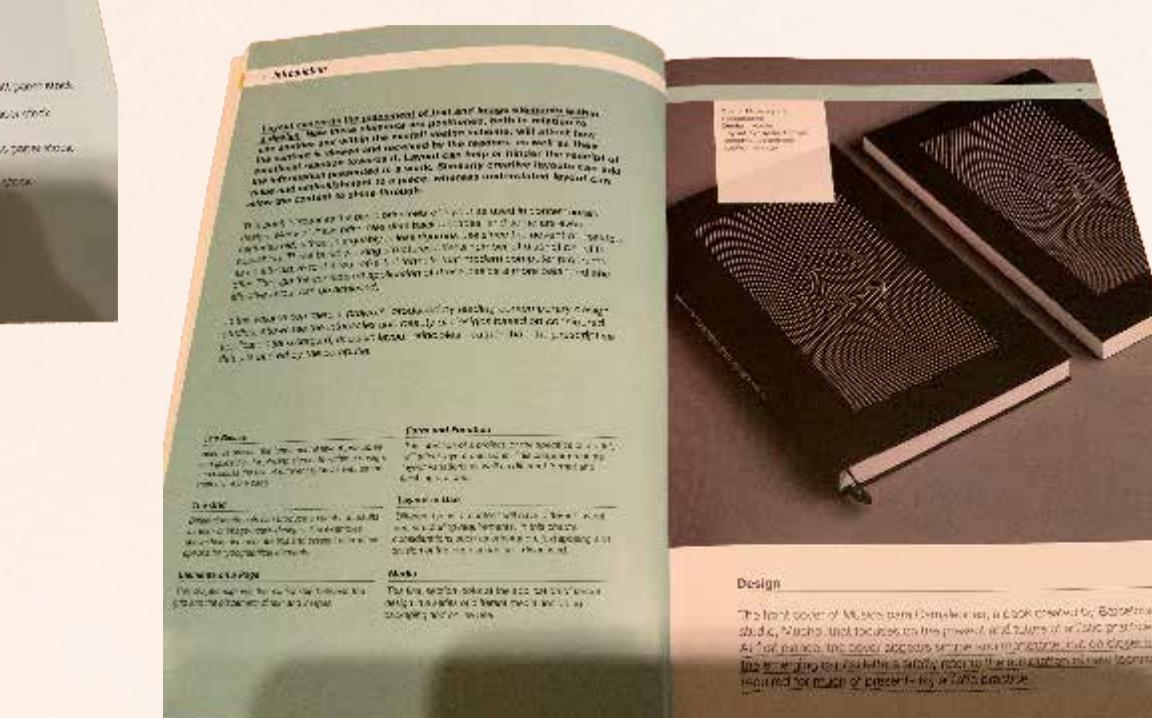
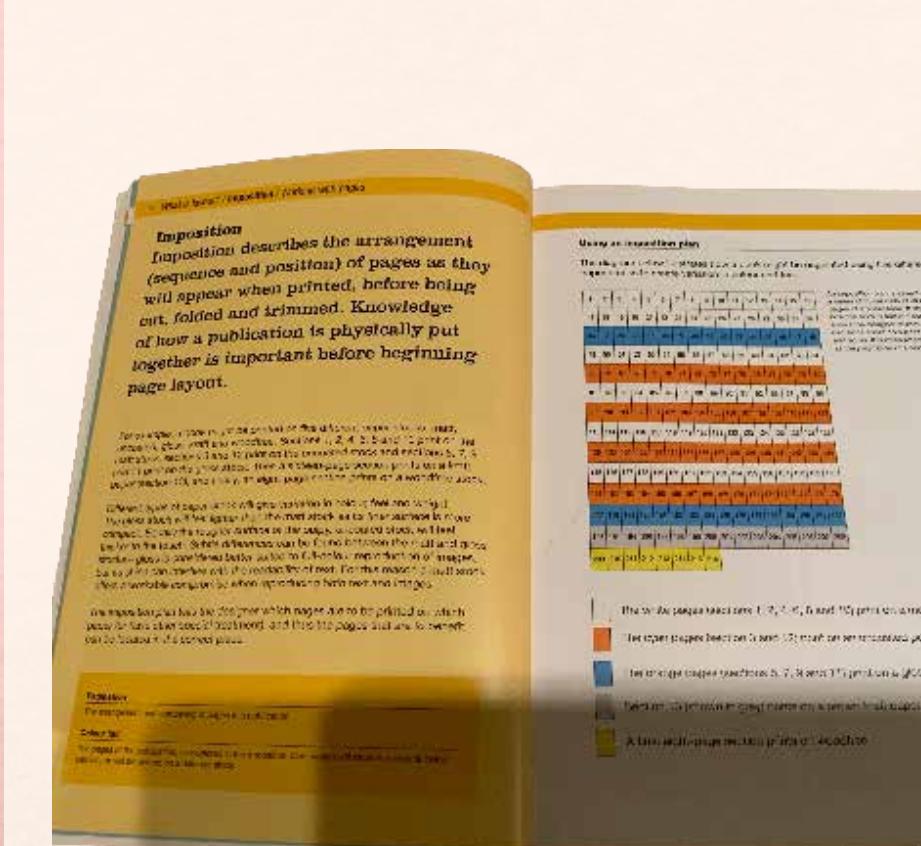


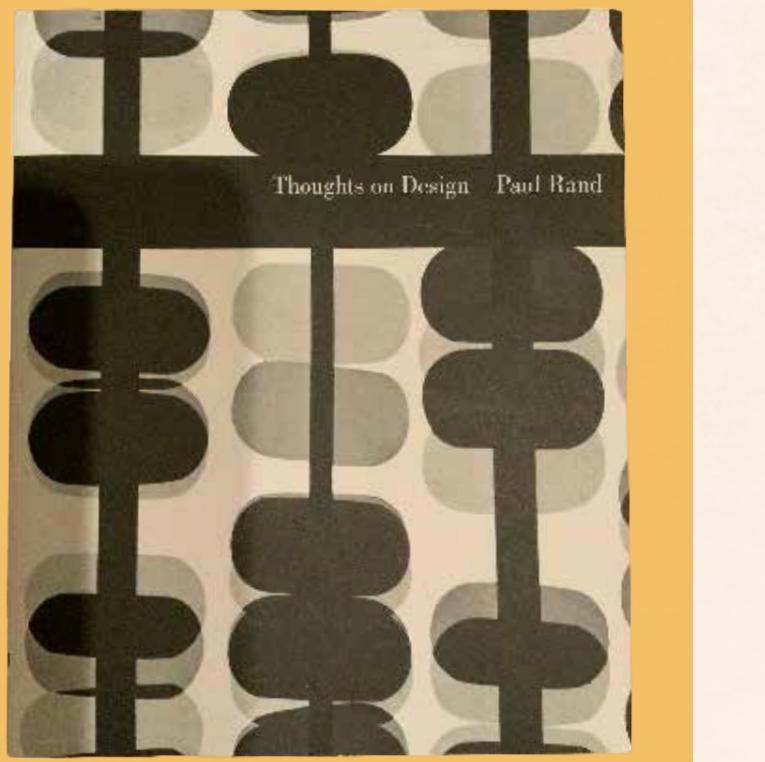


Layout For Graphic Designers

by Gavin Ambrose, Paul Harris
(third edition)

“Layout for graphic design concerns the arrangement of text and images on a page. How these elements are positioned, both in relation to one another, and within the overall design scheme, will affect how content is viewed and received. Whether in print or online, it is key to powerful visual communication.”





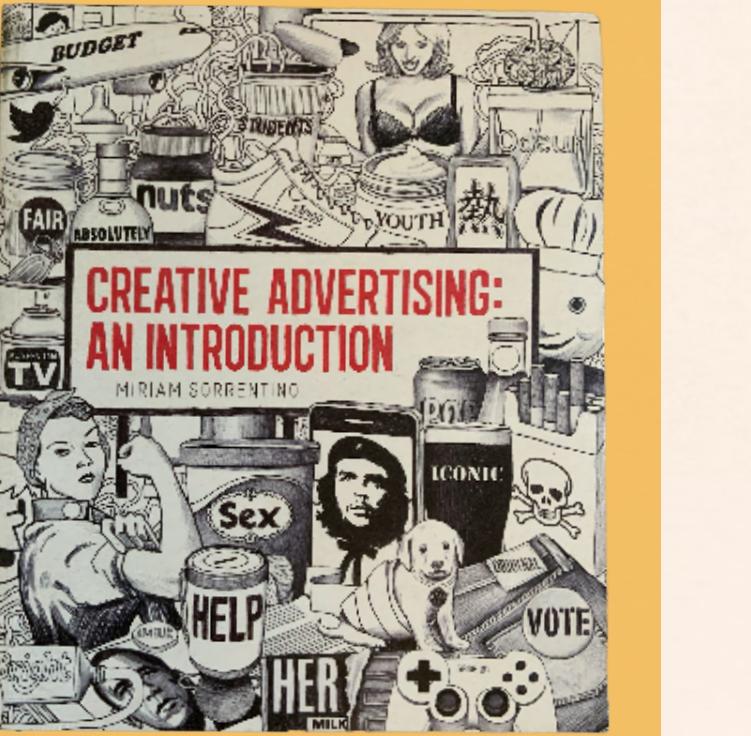
Thoughts on Design

by Paul Rand

"As relevant today as when it was written, this classic text is a testament to the timeless values of exceptional design."

Paul Rand said:
"Graphic design ...
is not good design
if it does not co-operate
as an instrument
in the service of communication."



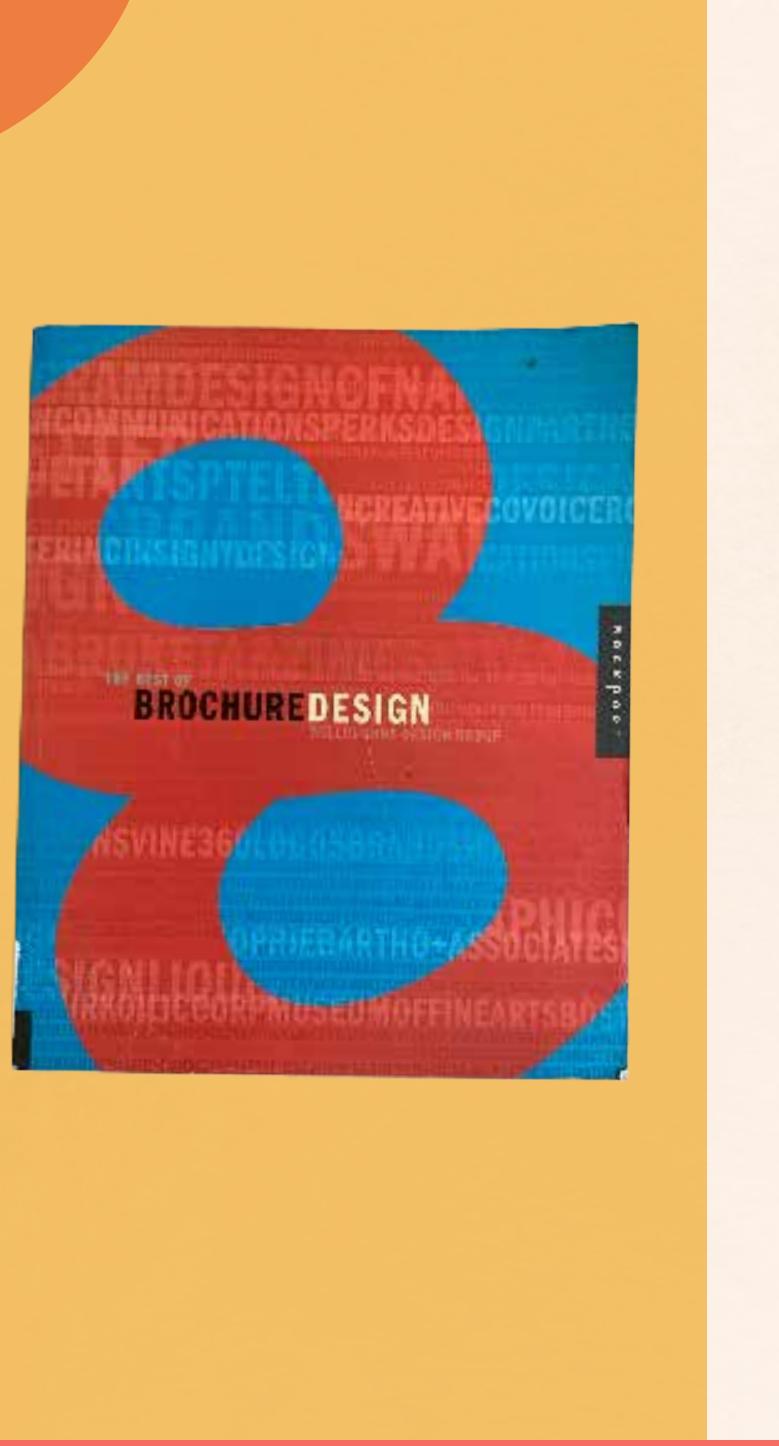


Creative Advertising: An Introduction

by Miriam Sorrentino

"This book explores the fundamentals of advertising and branding, providing an indispensable overview of creative thinking in advertising practice. Offers clear guidance on portfolio presentation, making contacts and skills building, on crafting ideas in copy and art direction, and on working with others in the larger creative process. It is full of advice from some of the world's leading figures in advertising and is illustrated with numerous examples of award-winning work."



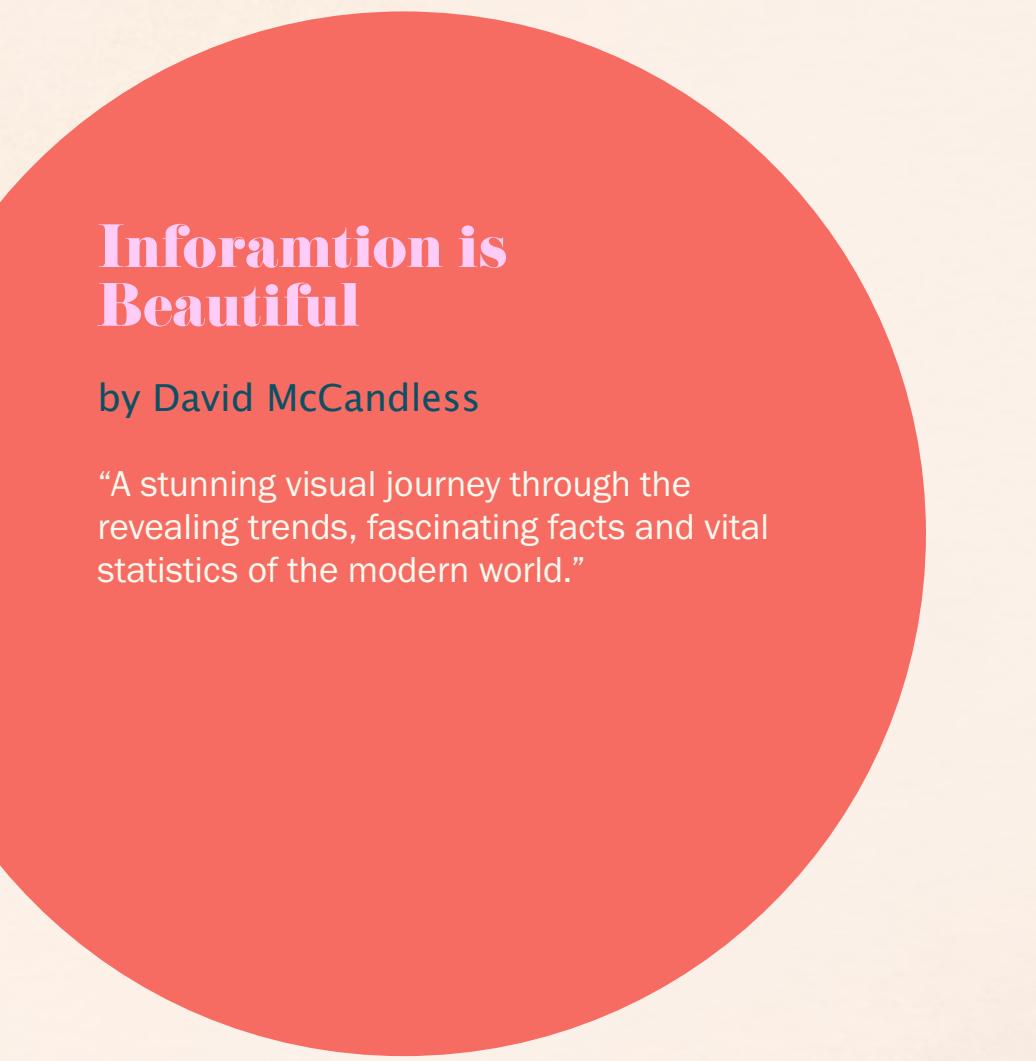
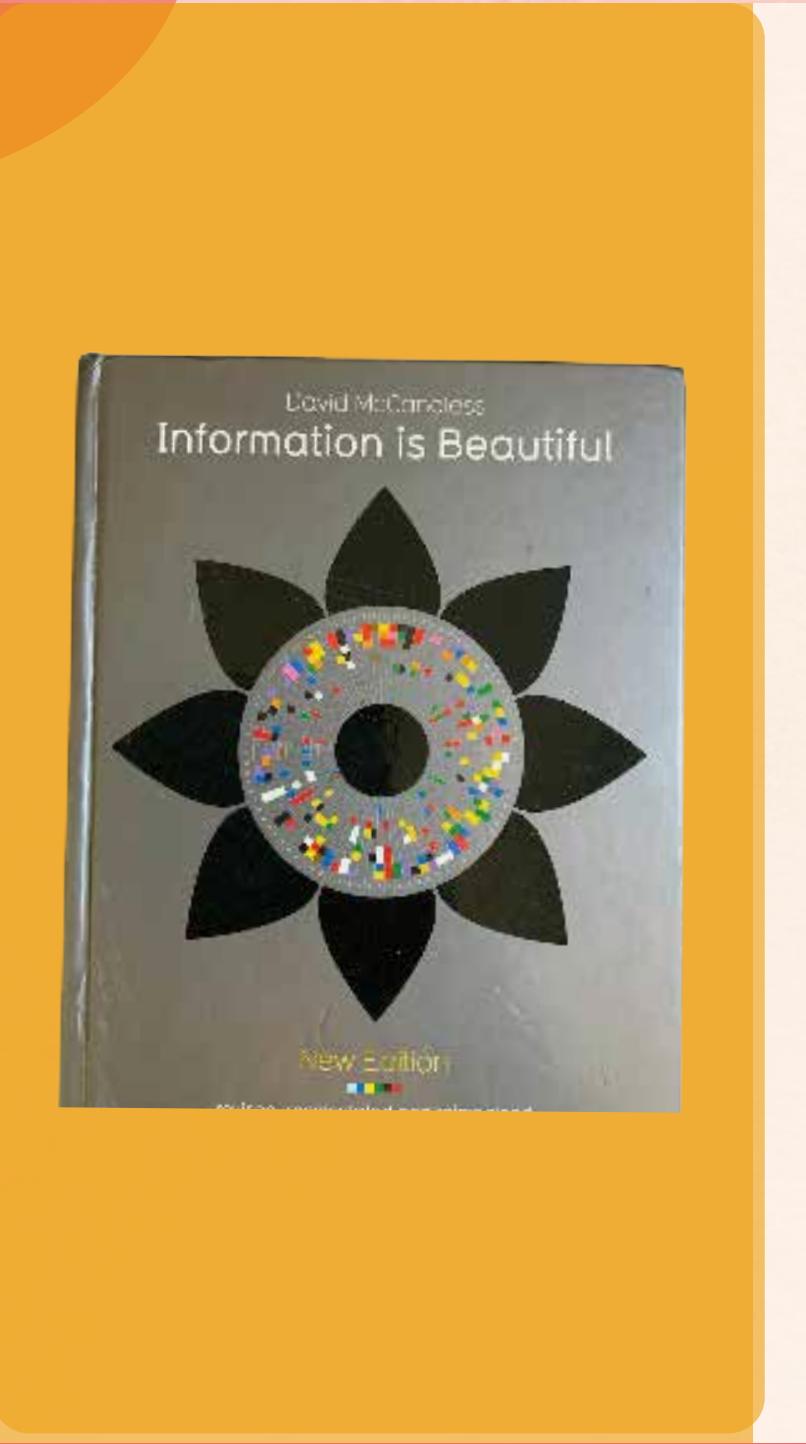


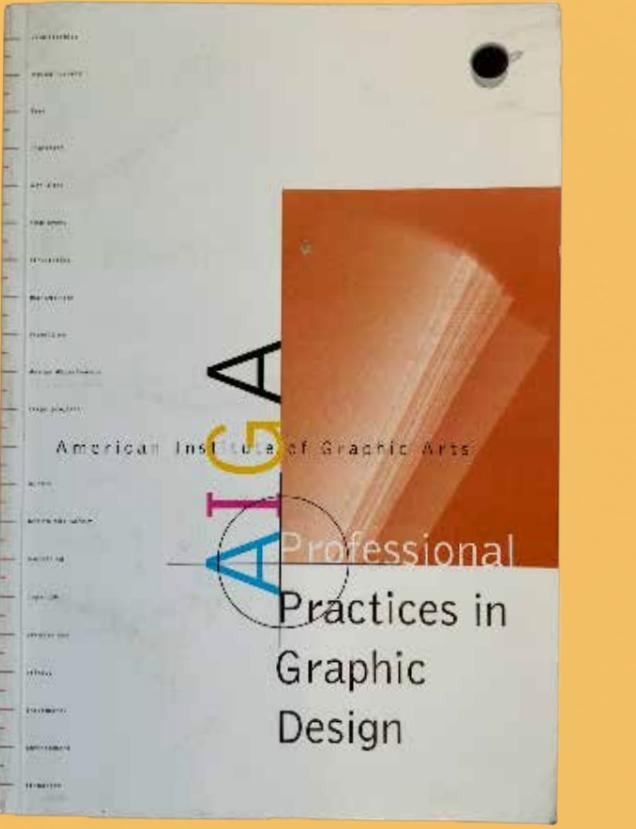
94

“Brochure design is a very important and common area of design, yet it often poses unique challenges for graphic designers. This book provides a wealth of ideas for choosing type, layout, photo treatments, and much more. It is a problem solving, brainstorming, high quality resource that is sure to spark creativity in any reader.”



95

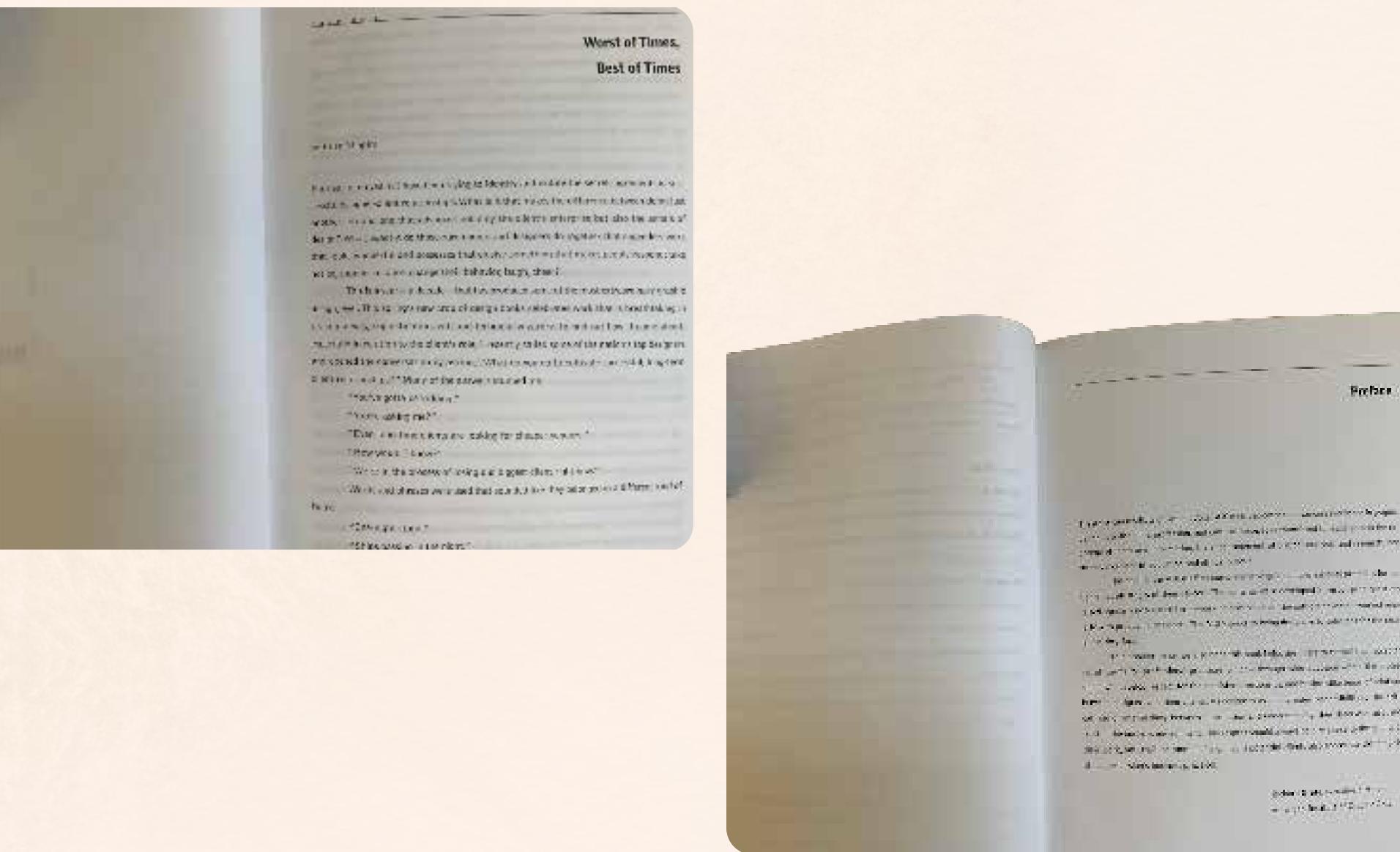


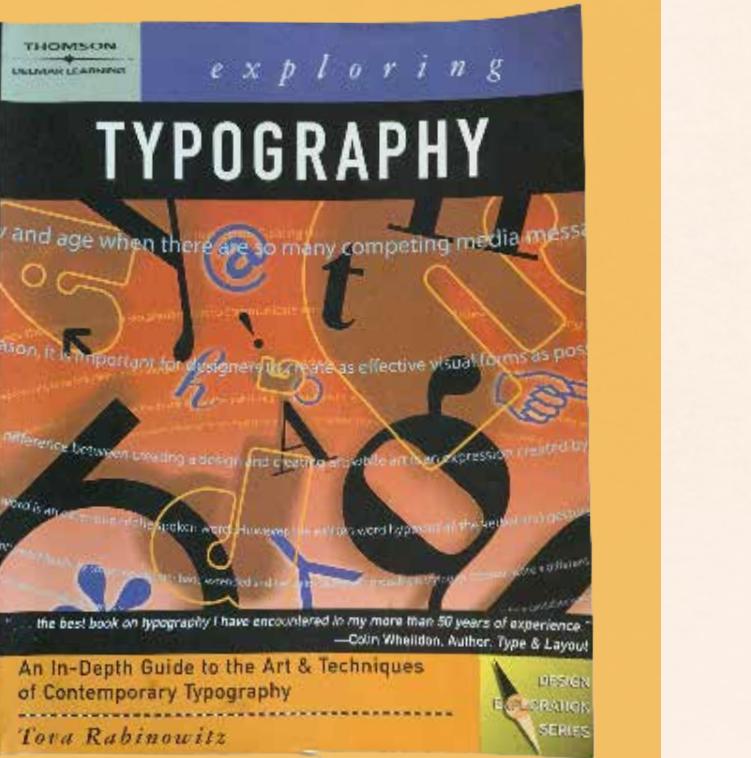


Professional Practices in Graphic Design

by Ted Crawford

"This book is a comprehensive guide to every aspect of the graphic design business, from designer relationship with clients, employees, and suppliers to management issues, marketing strategies, rights, and ethical standards."

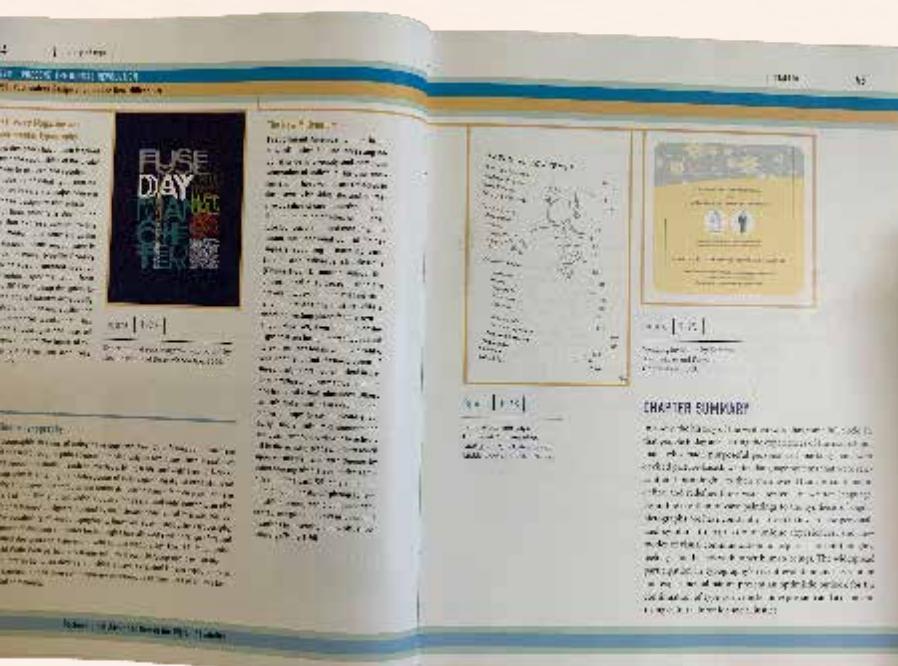
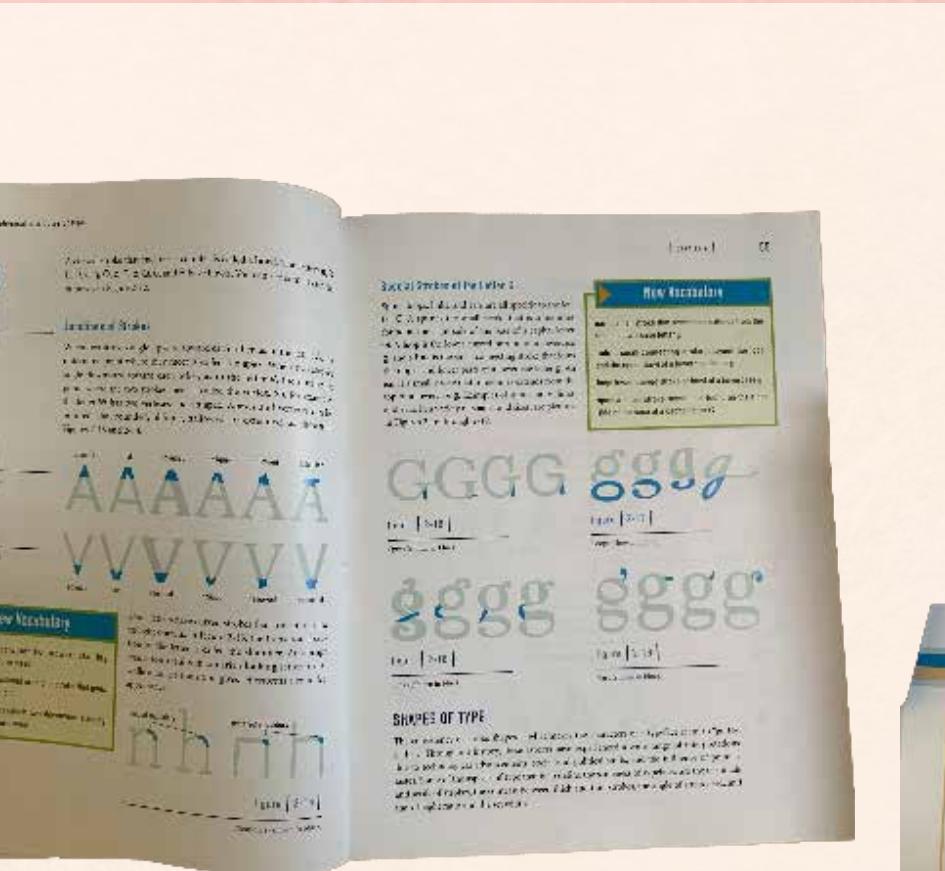


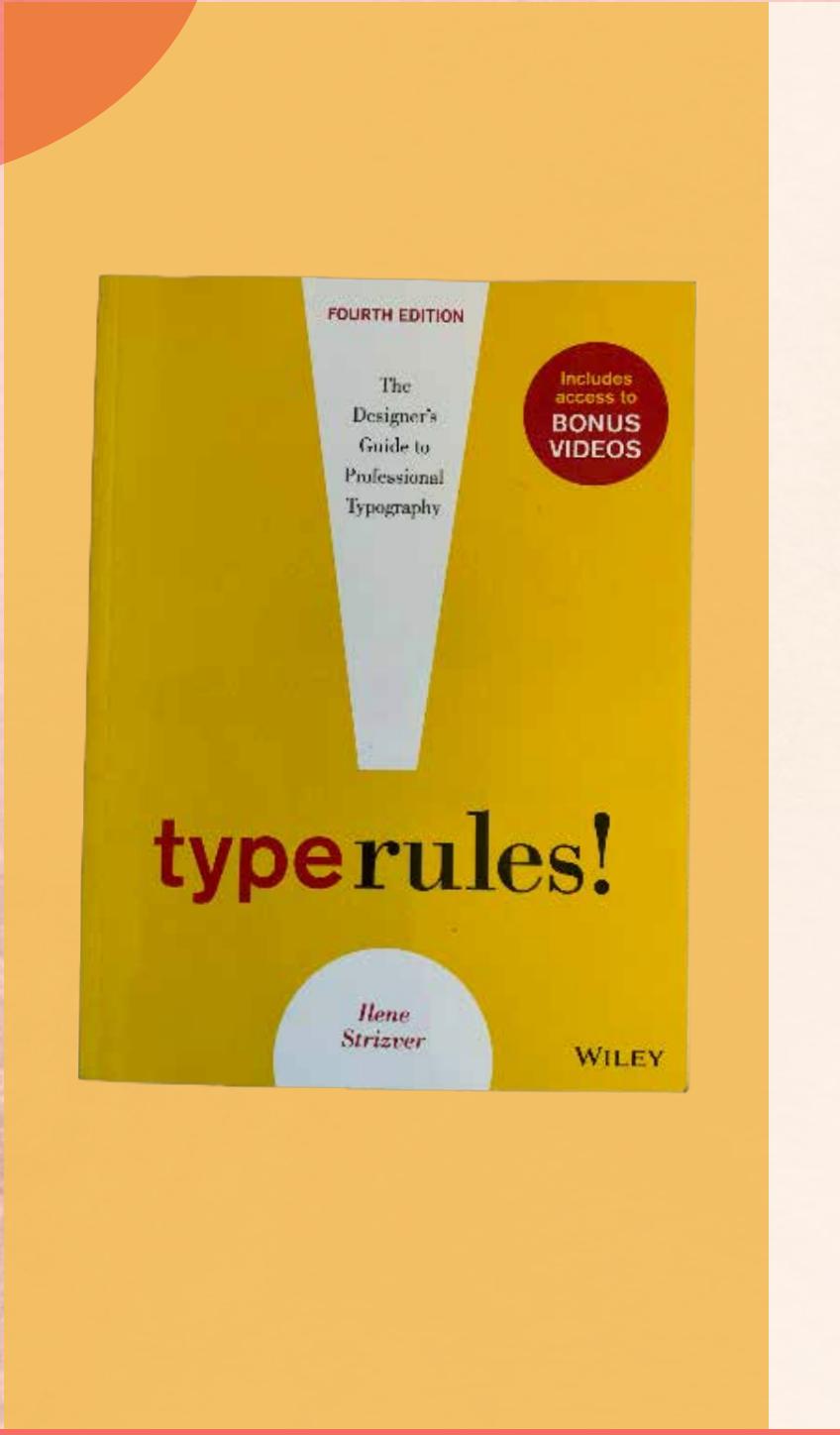


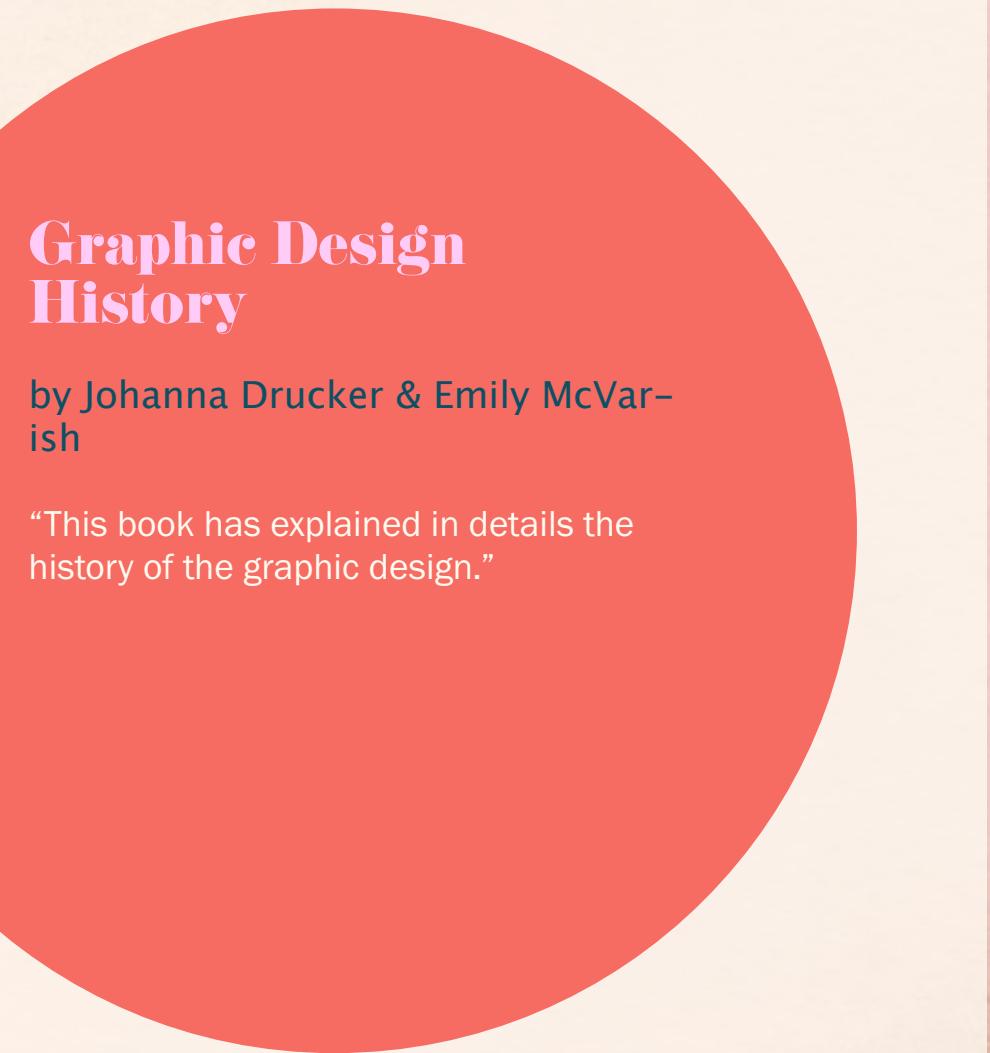
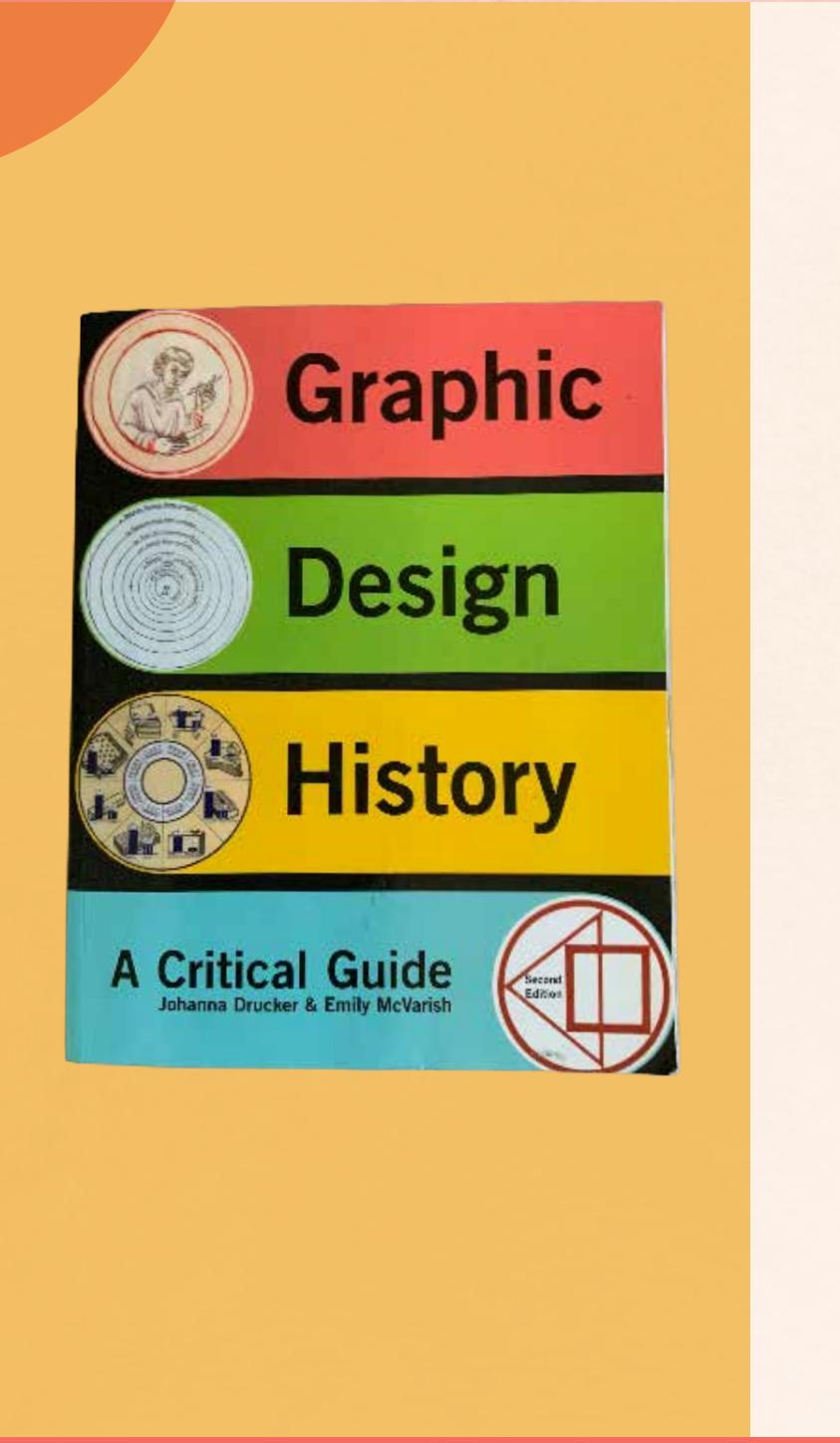
Exploring Typography

by Tova Rabinowitz

This book is providing a lot of information about the typography.





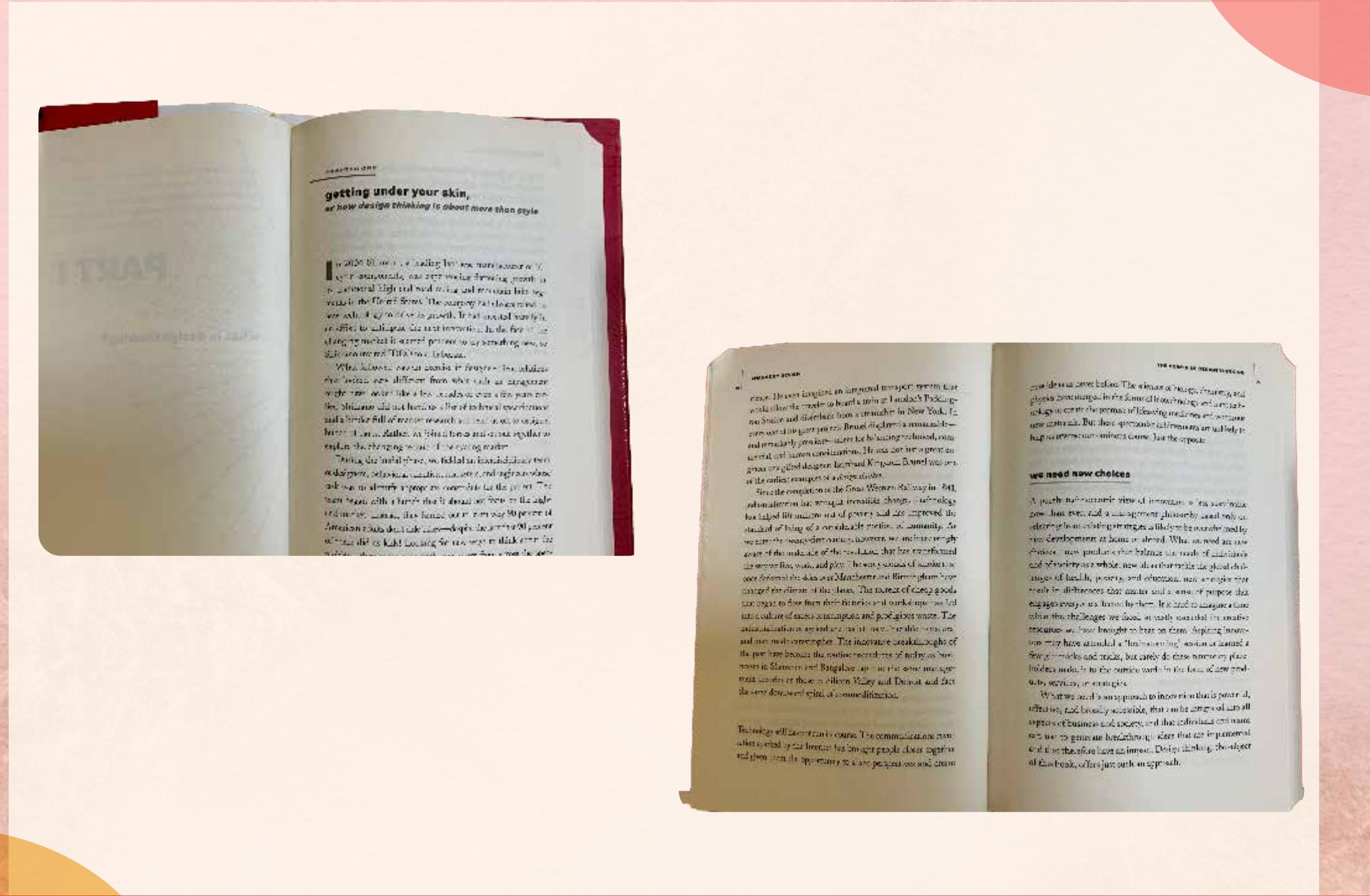
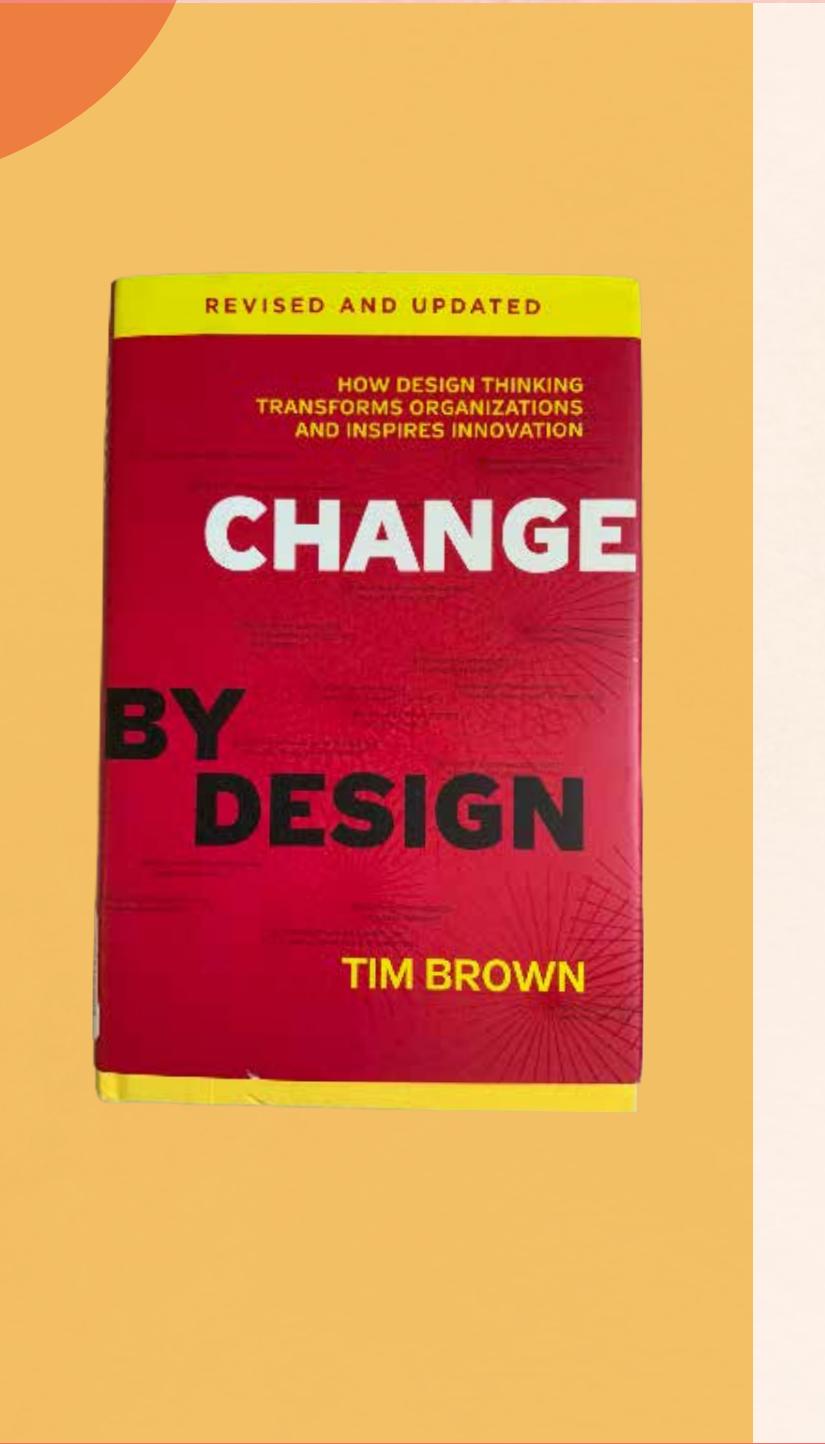


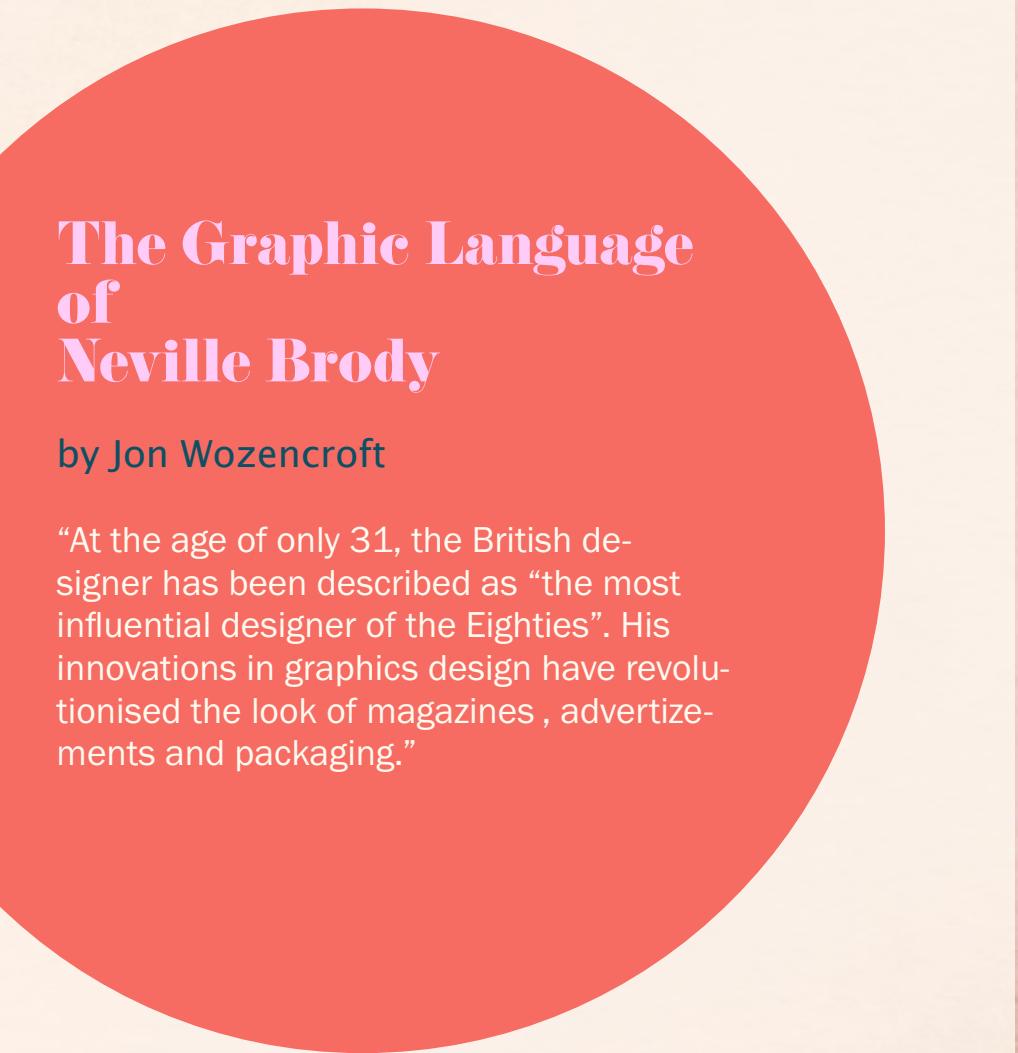
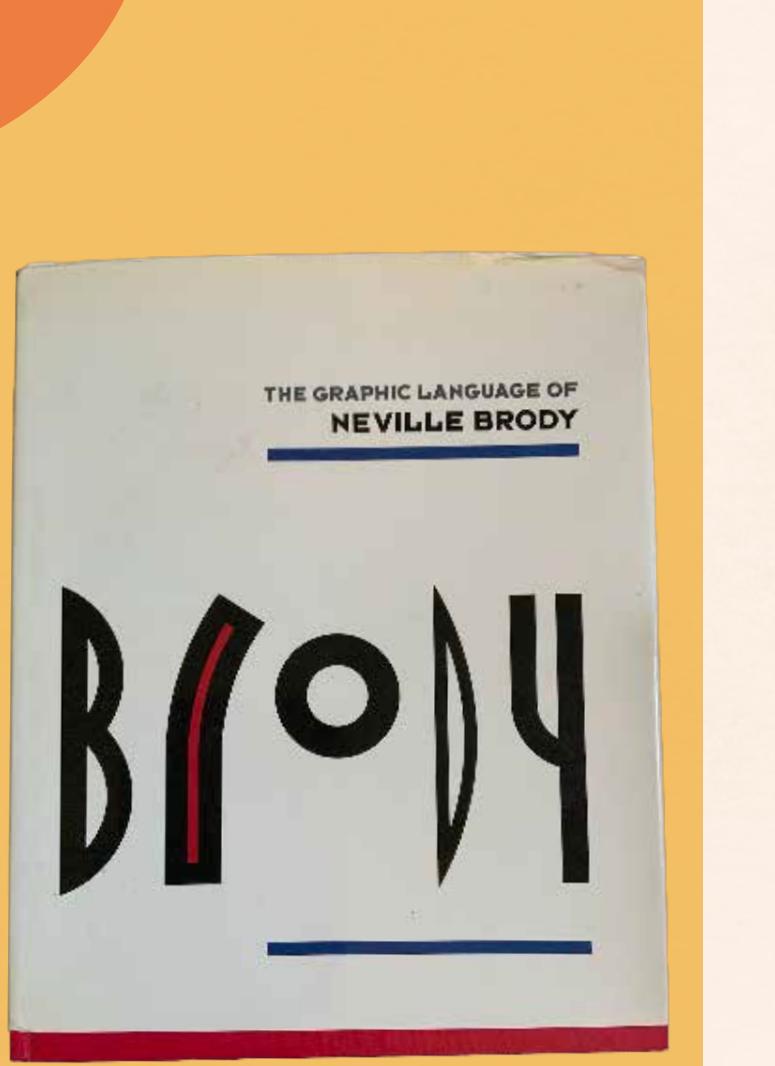
Graphic Design History

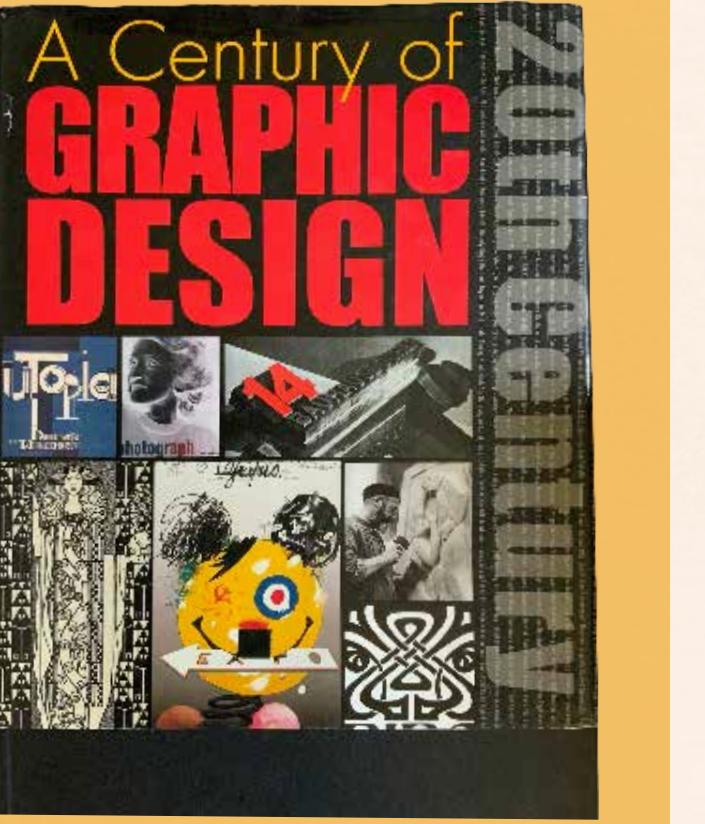
by Johanna Drucker & Emily McVarish

"This book has explained in details the history of the graphic design."





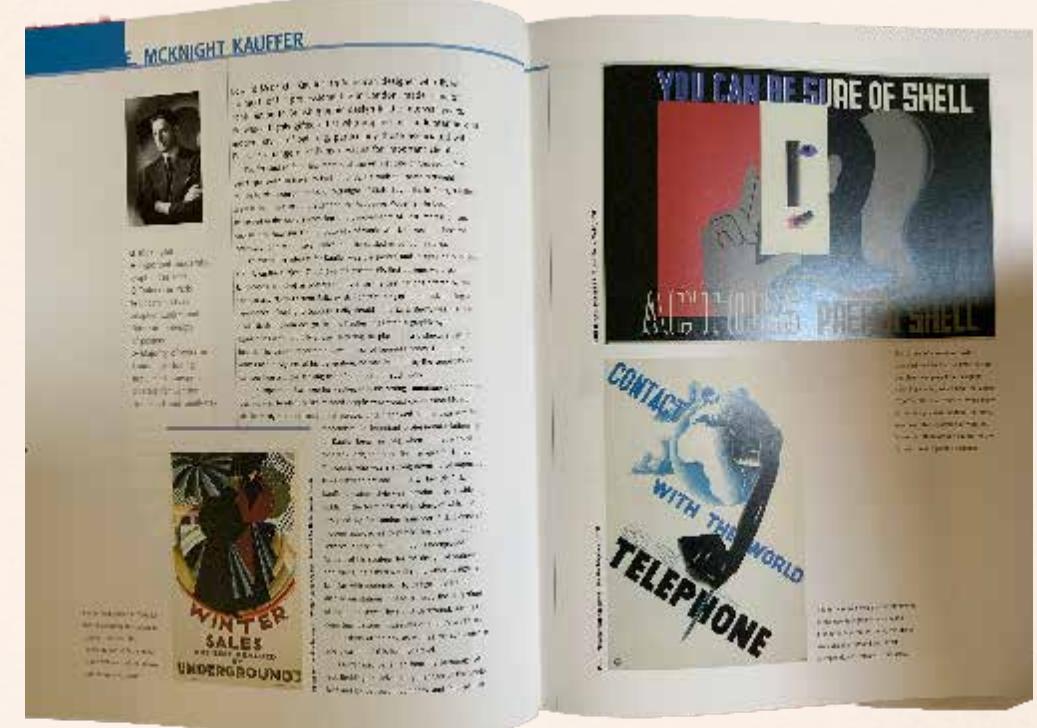


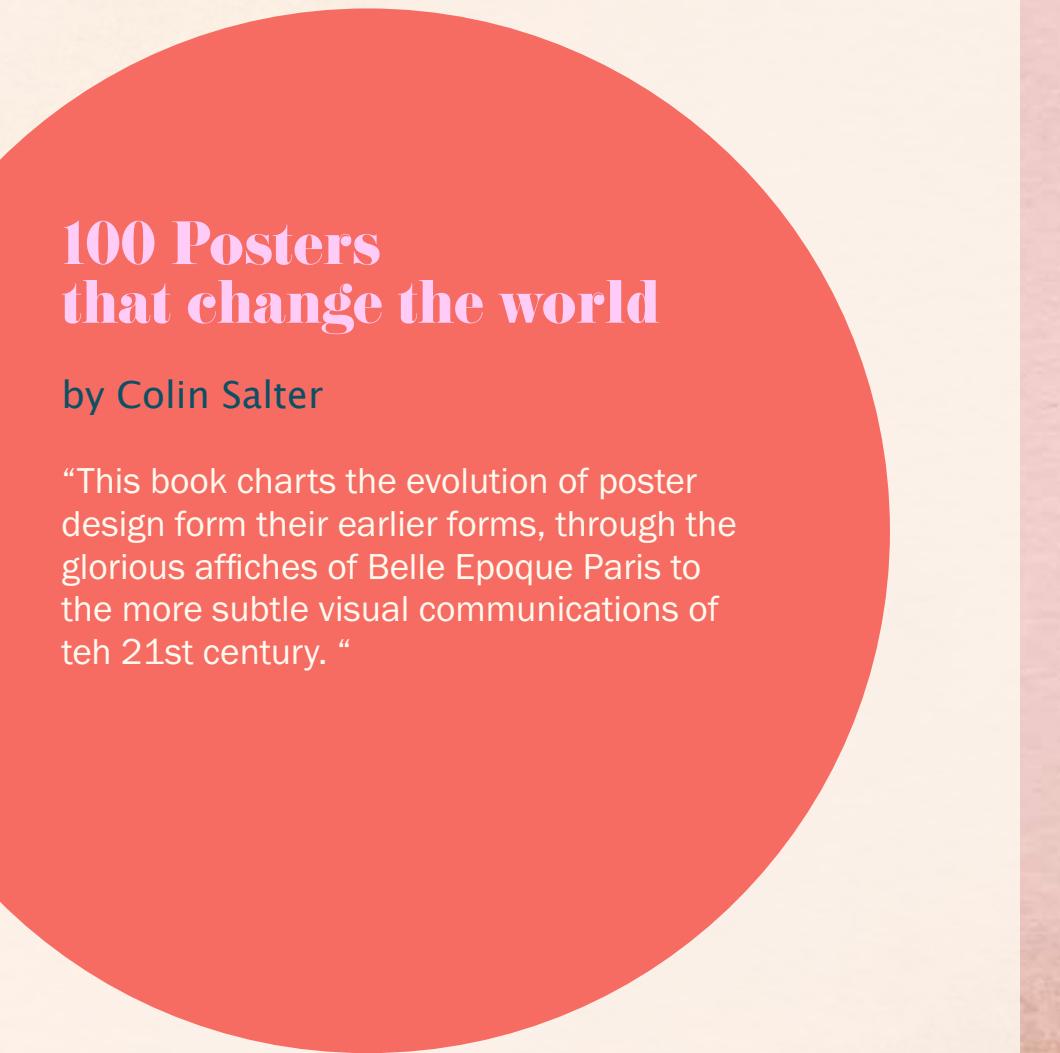
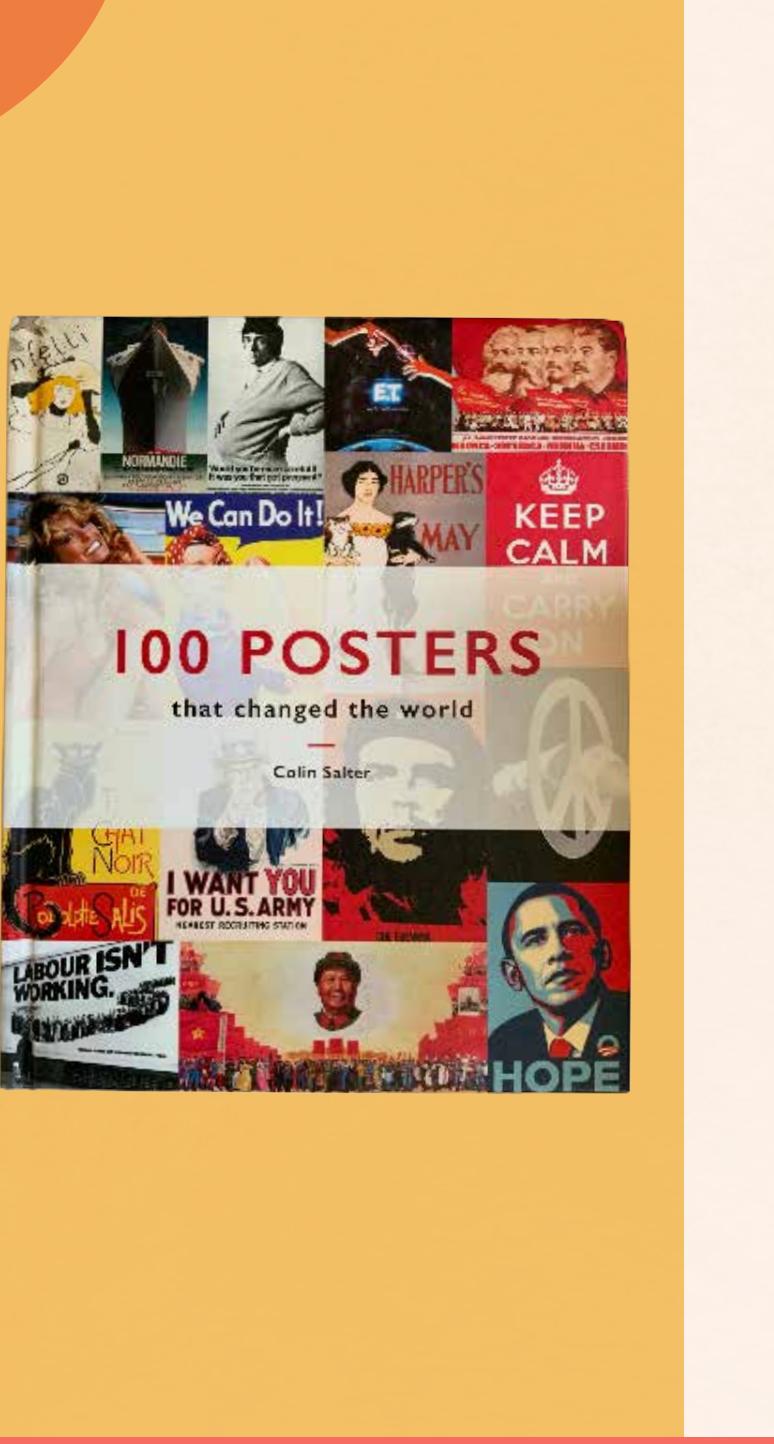


A Century of Graphic Design

by Jeremy Aynsley

"This comprehensive, beautifully illustrated volume surveys the works of the era's most innovative designers as it chronicles all important movements of the twentieth century."



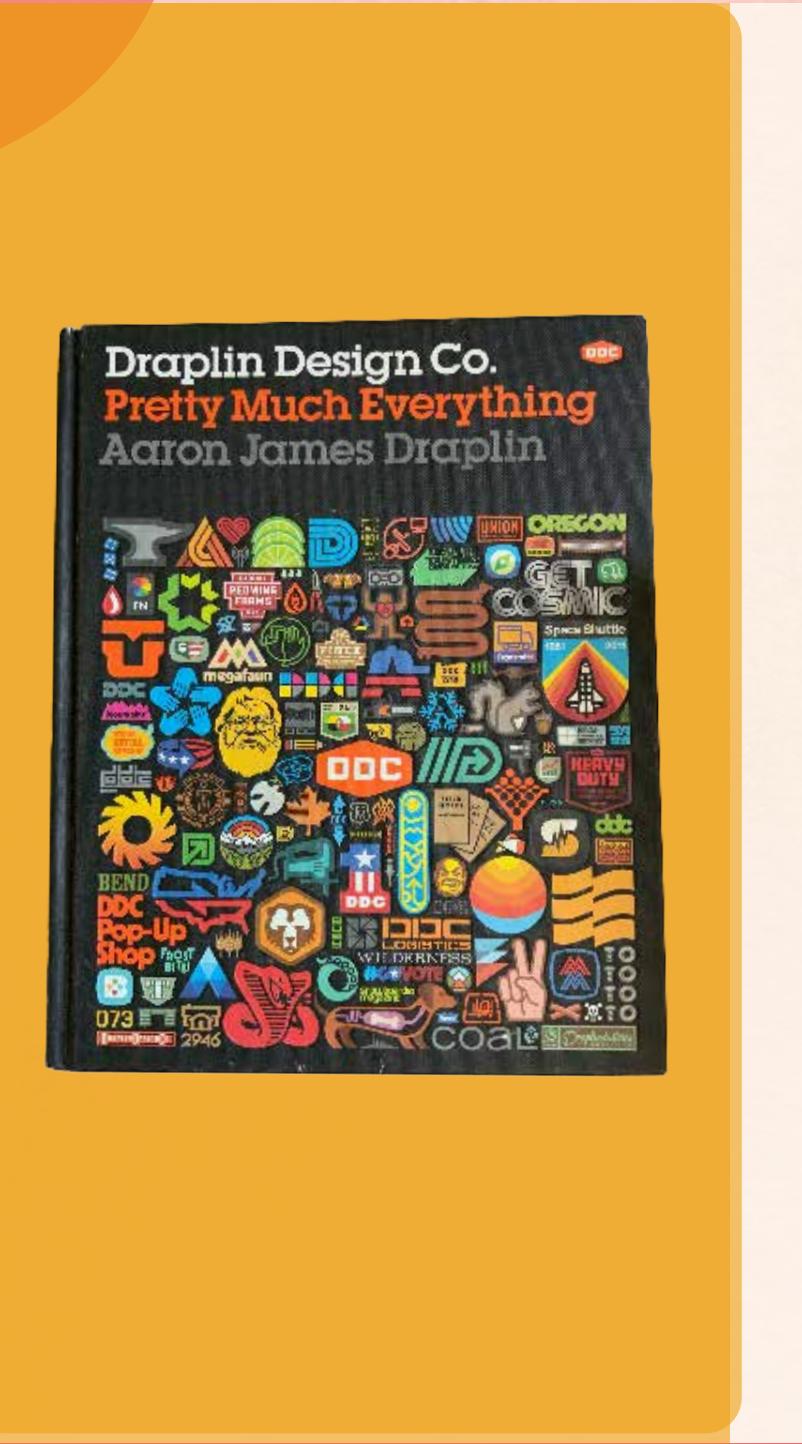


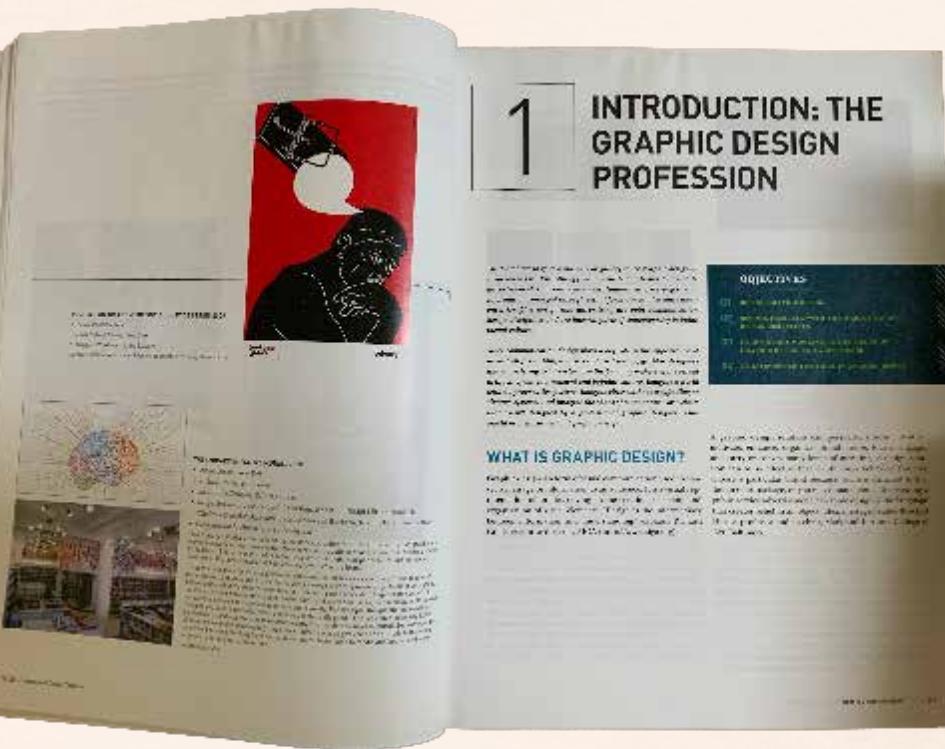
100 Posters that change the world

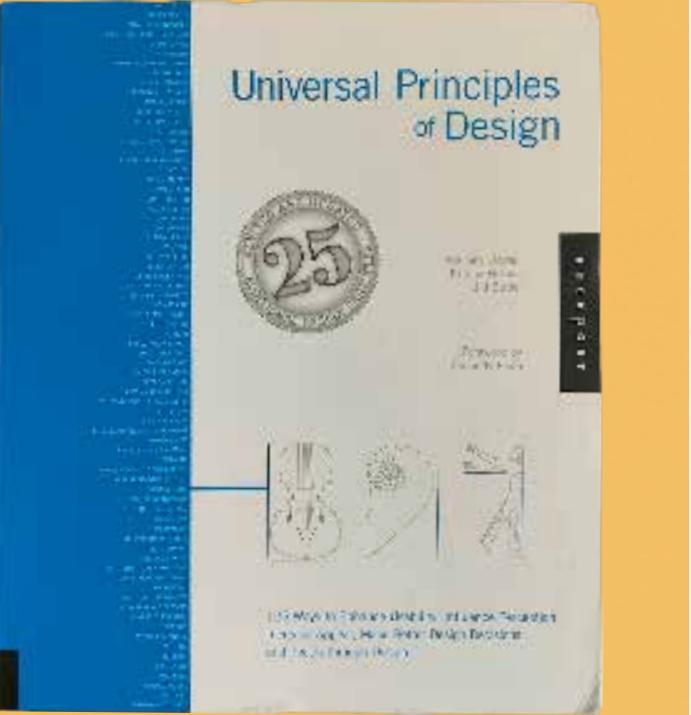
by Colin Salter

"This book charts the evolution of poster design from their earlier forms, through the glorious affiches of Belle Epoque Paris to the more subtle visual communications of the 21st century."





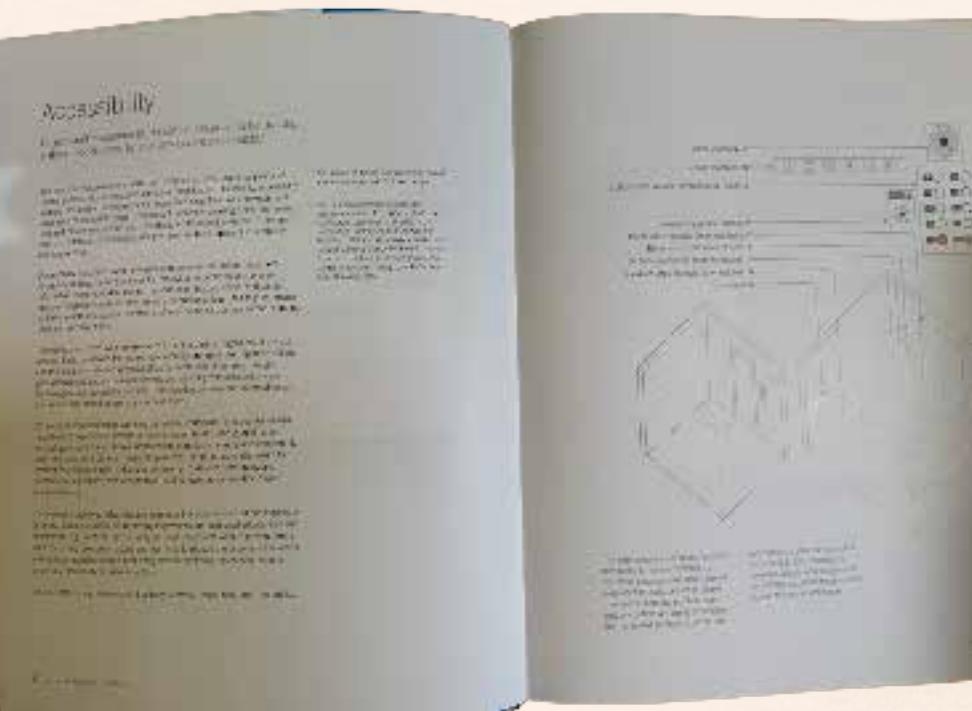
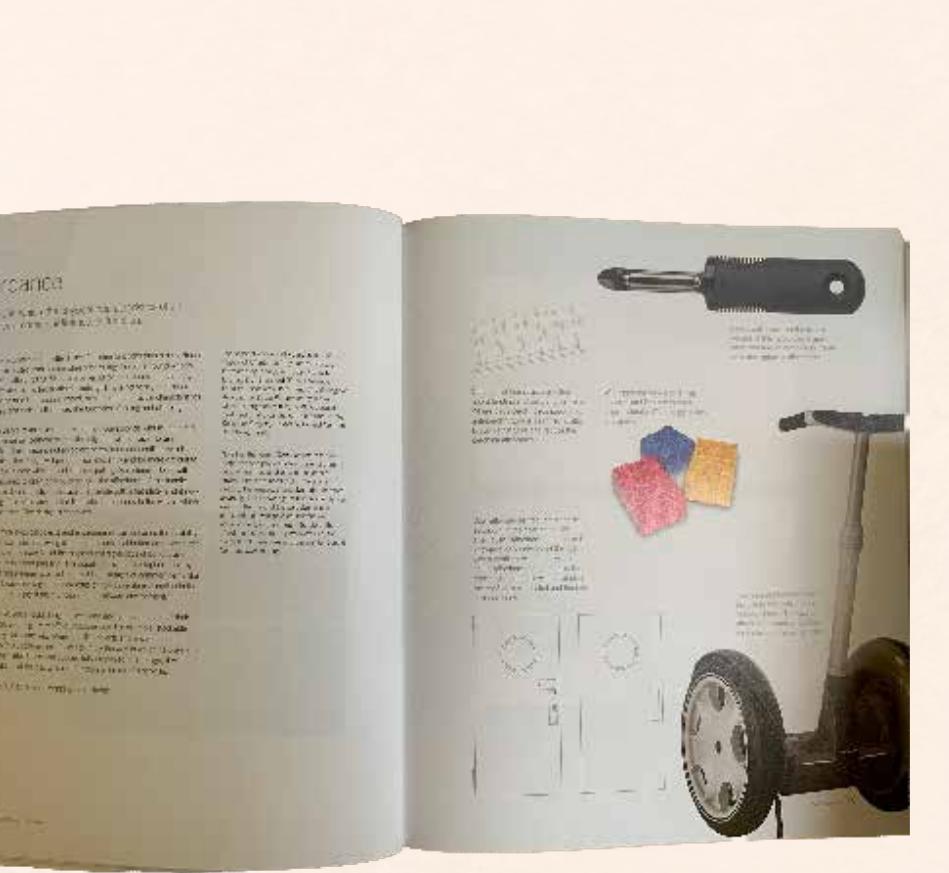


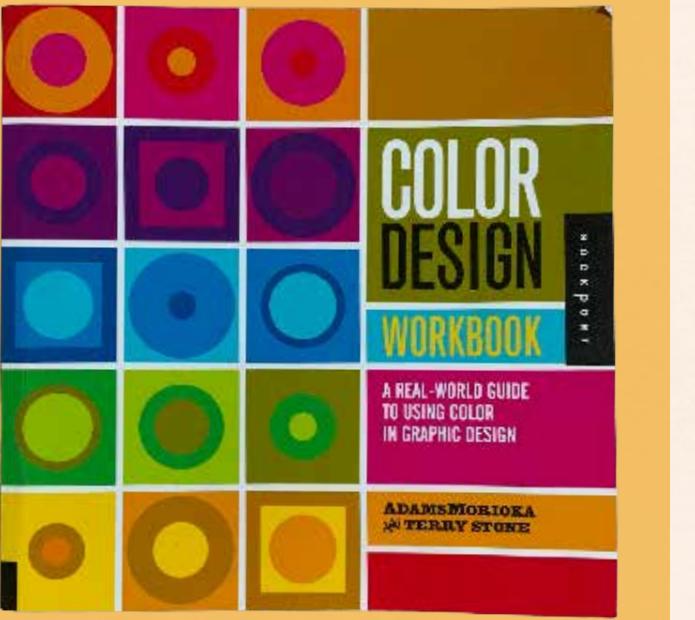


Universal Principles of Design

by William Lidwell, Kritina Holder,
Jill Butler

"This book provides the first one-stop
reference and resource for designers of all
disciplines."

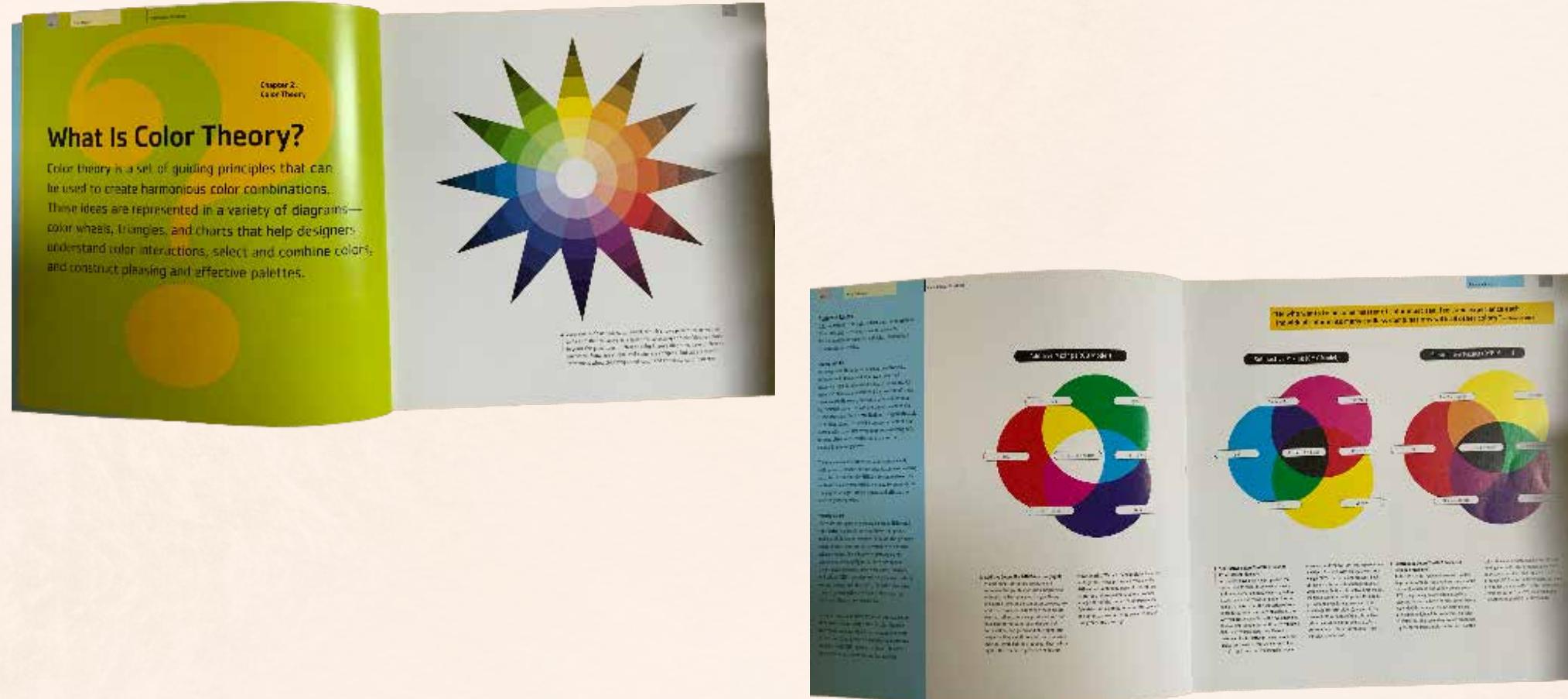


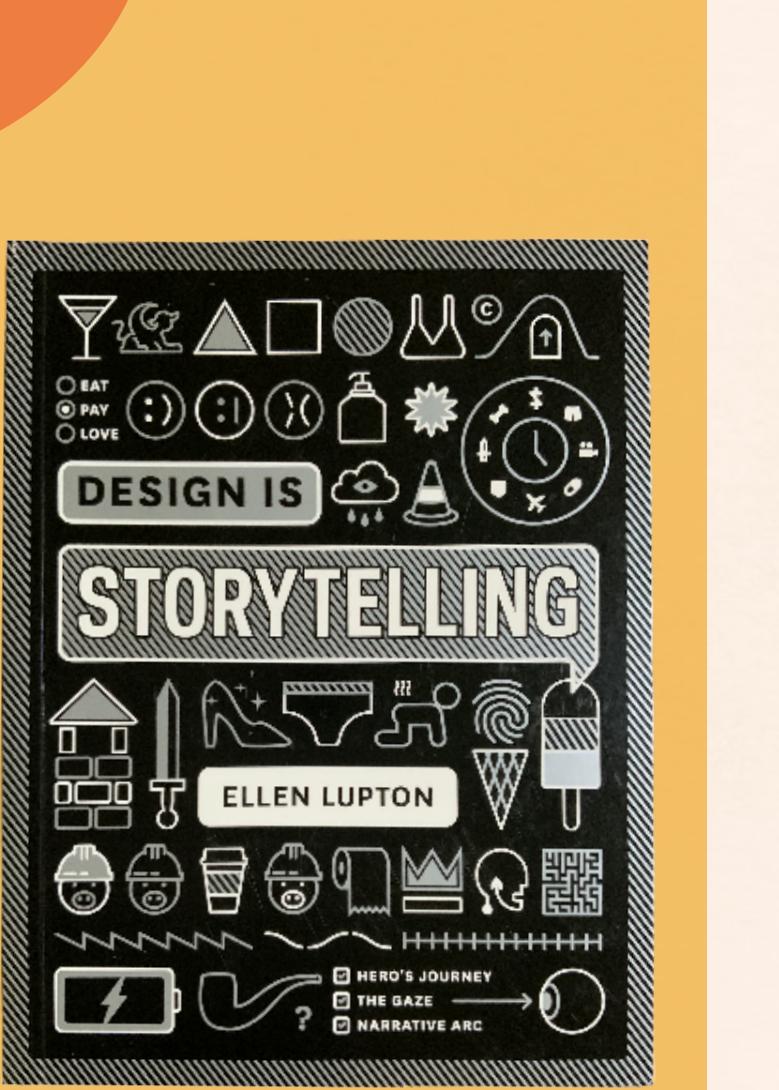


Color Design Workbook

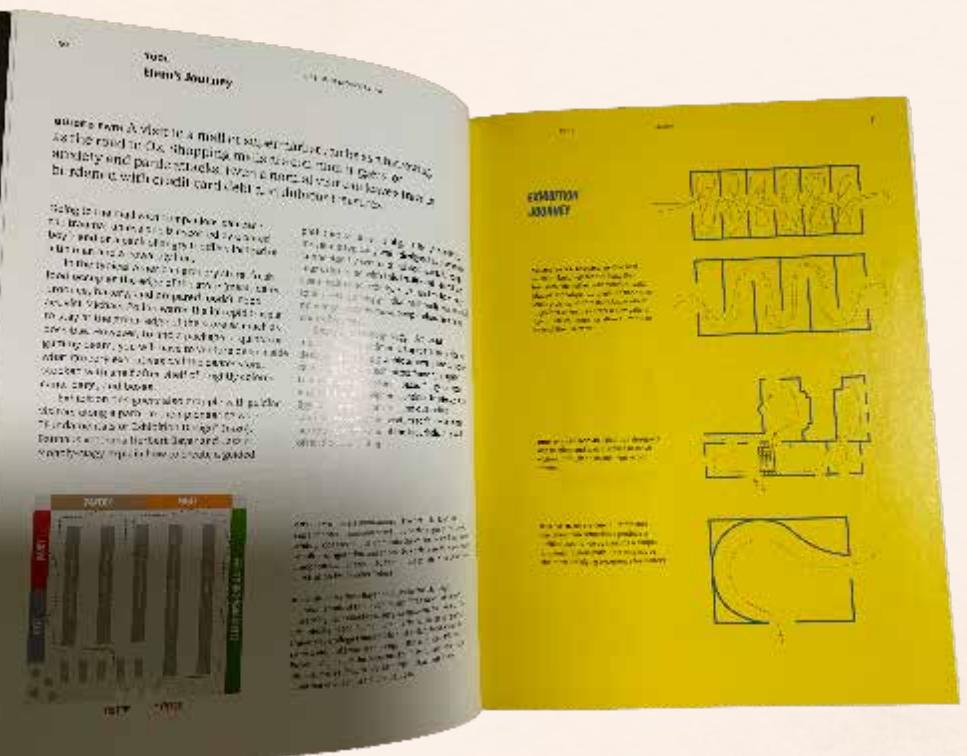
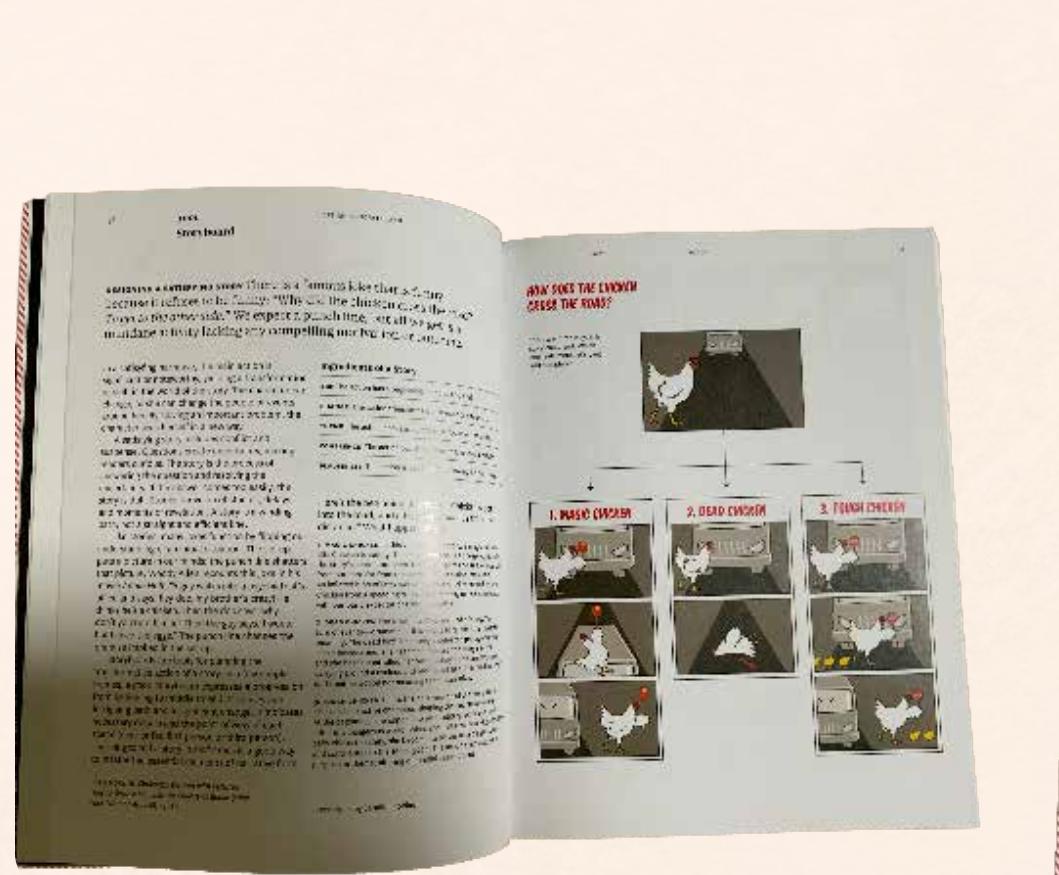
by Adams Morioka & Terry Stone

"This book invites readers to explore color through the language of professionals. It supplies tips on how to talk to clients about color and using color in presentations."





"This book is a playbook for creative thinking, showing designers how to use narrative techniques to create satisfying graphics, products, services, and experiences."

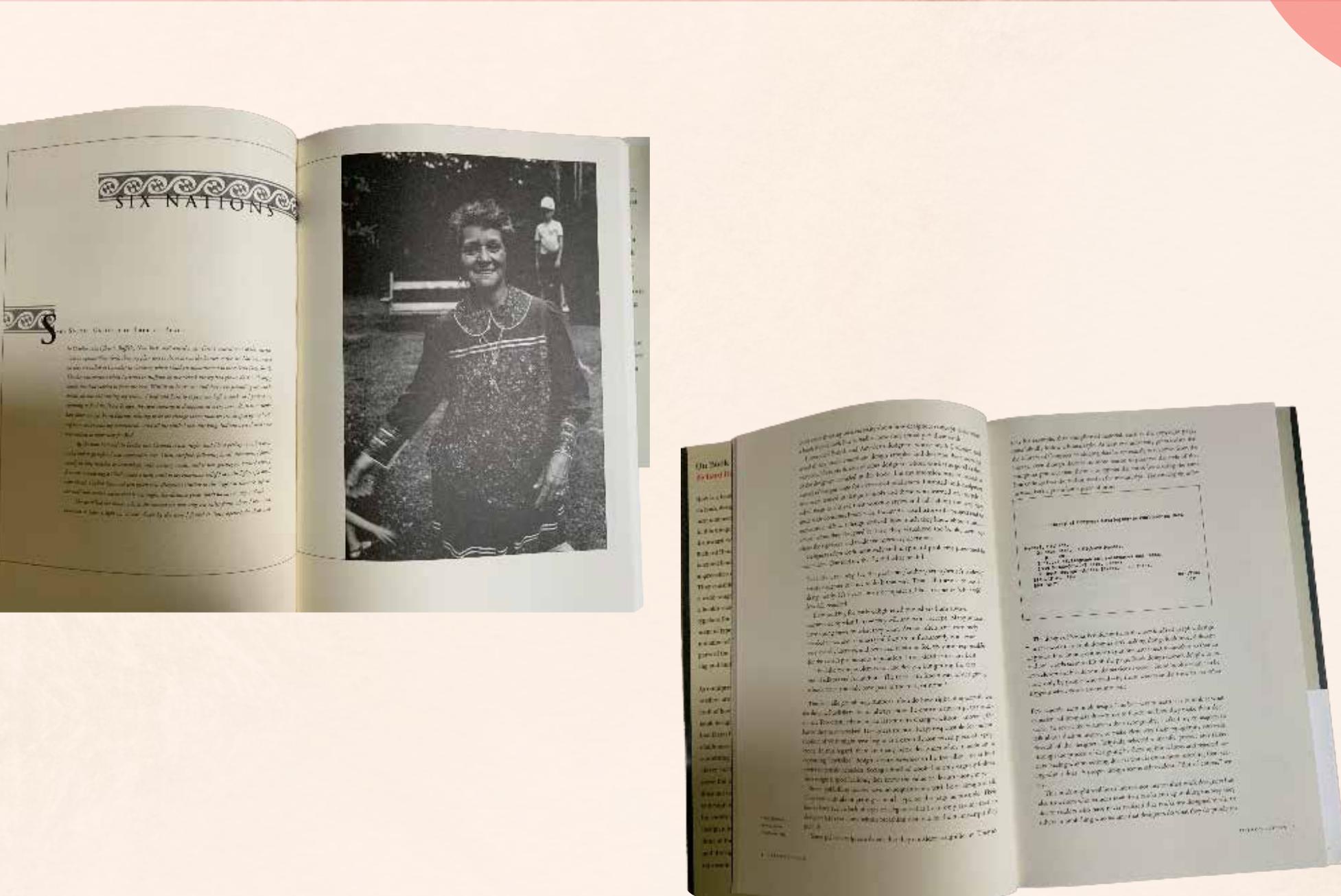


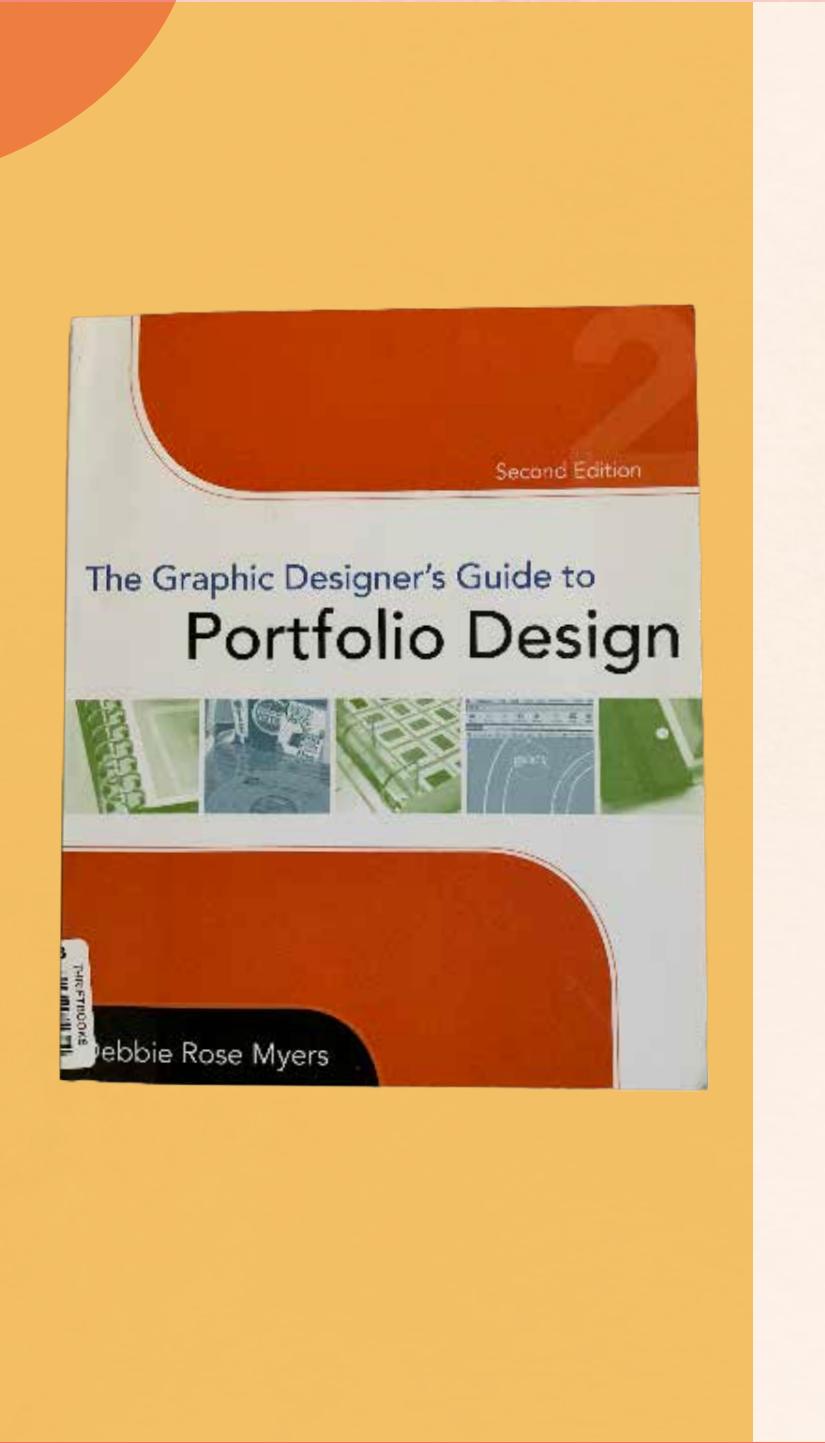


One Book Design

by Richard Hendel

"How is a book designed? What do book designers think about as they turn manuscripts into printed books? In this unique and appealing volume, Richard Hendel and 8 other talented book designers discuss their approaches and working methods."



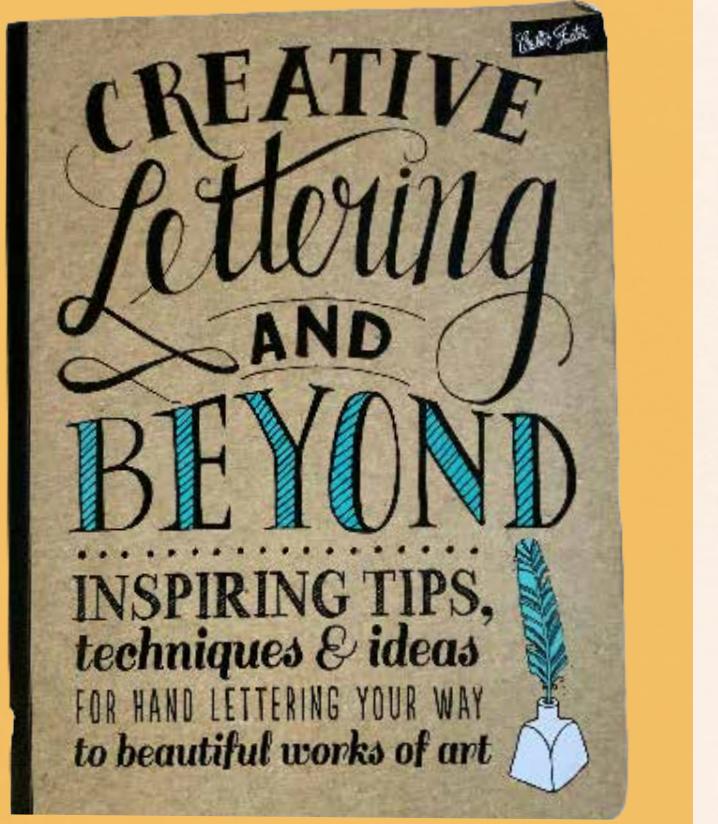


Graphic Designer's Guide to Portfolio Design

• Rose Myers

our dream job in graphic design
dia starts with the creation of
hat showcase your best work.
e portfolios, interviews with
graphic design and advertising
and step by step instruction for
fessional print and digital port-
book tells you what you need to
ake the transition from design
design professional.”

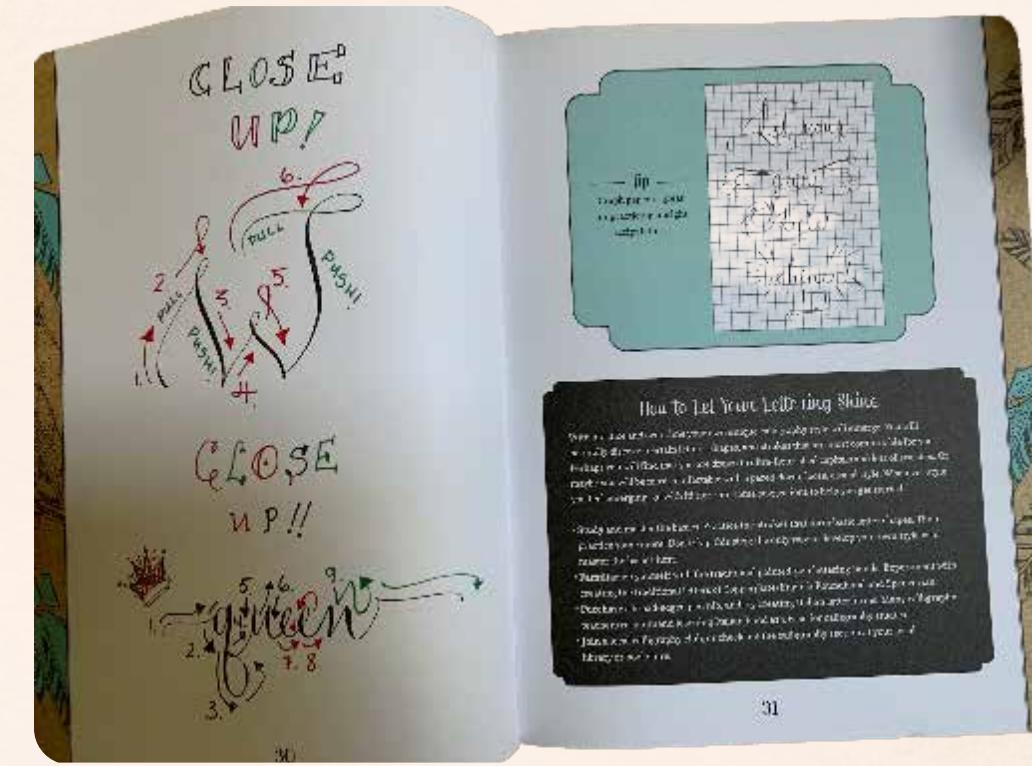
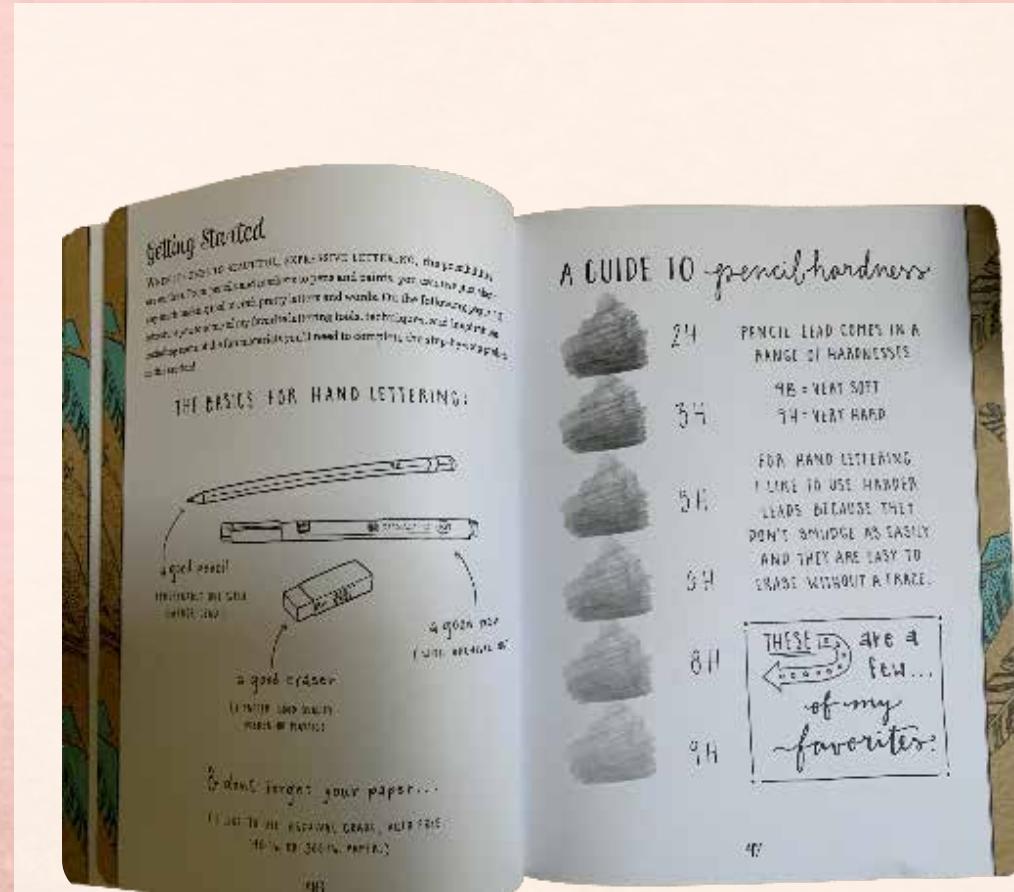


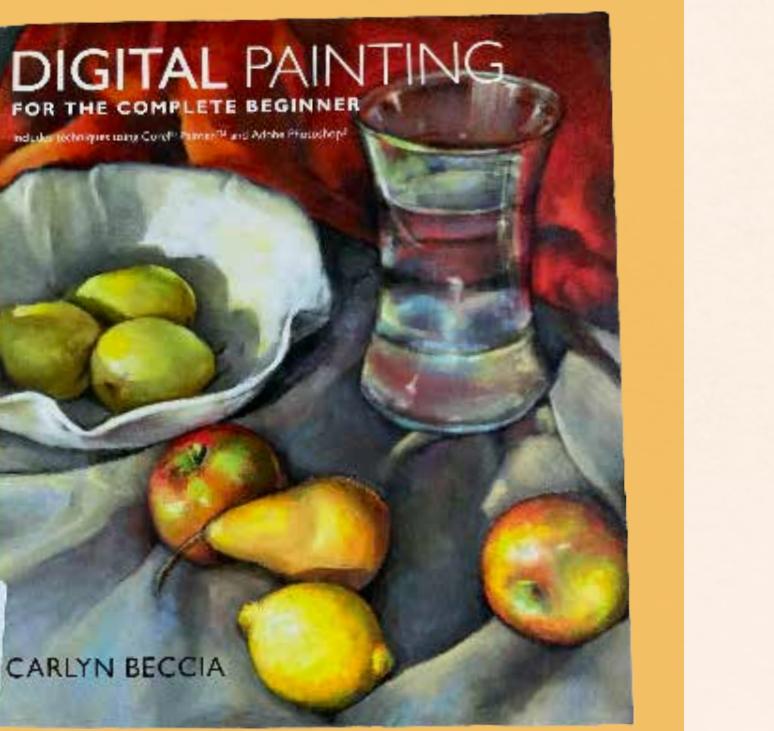


Creative Lettering and Beyond

by Debbie Rose Myers

"This book is full of creative prompts, fun exercises, and simple step by step projects. "



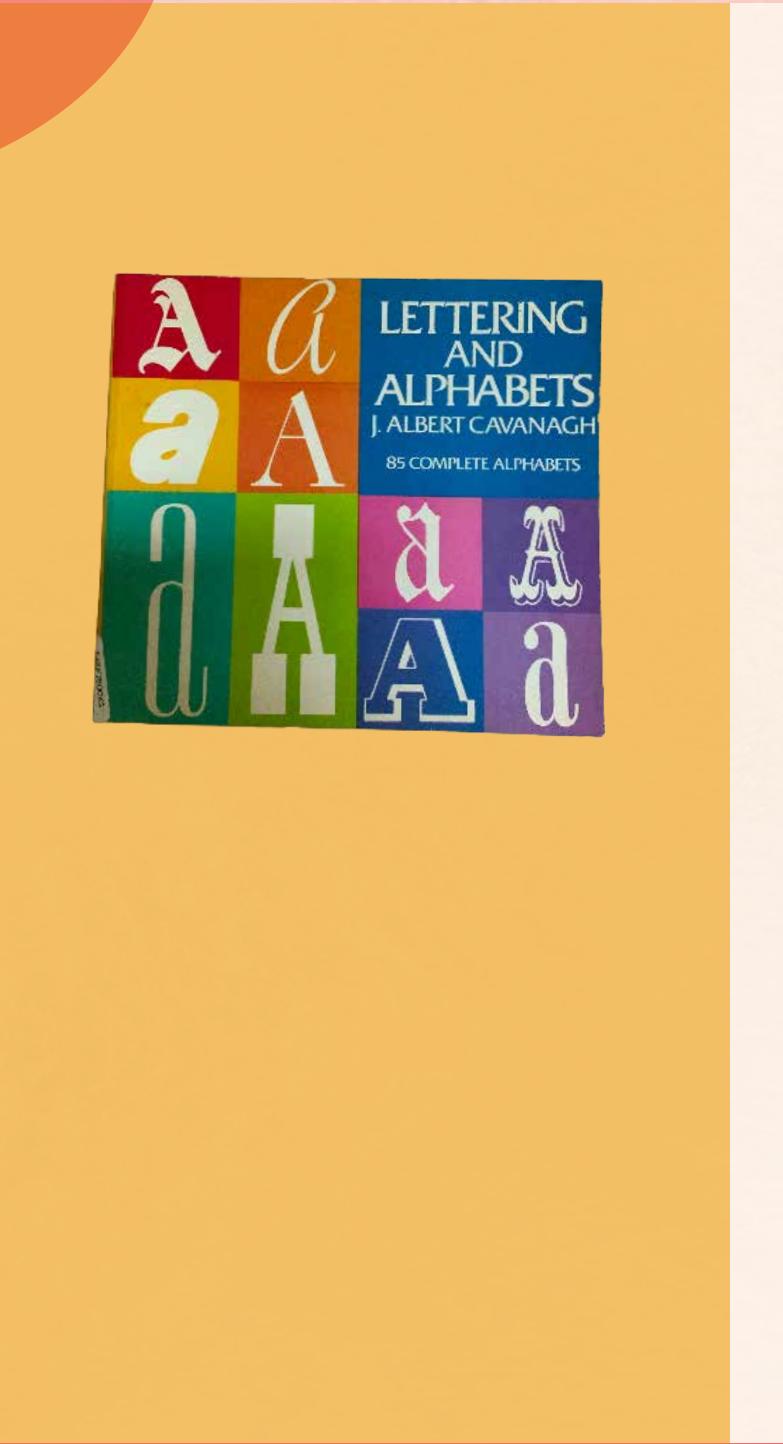


Digital Painting for complete beginner

by Carlyn Beccia

"This book includes techniques using Corel Painter and Adobe Photoshop."





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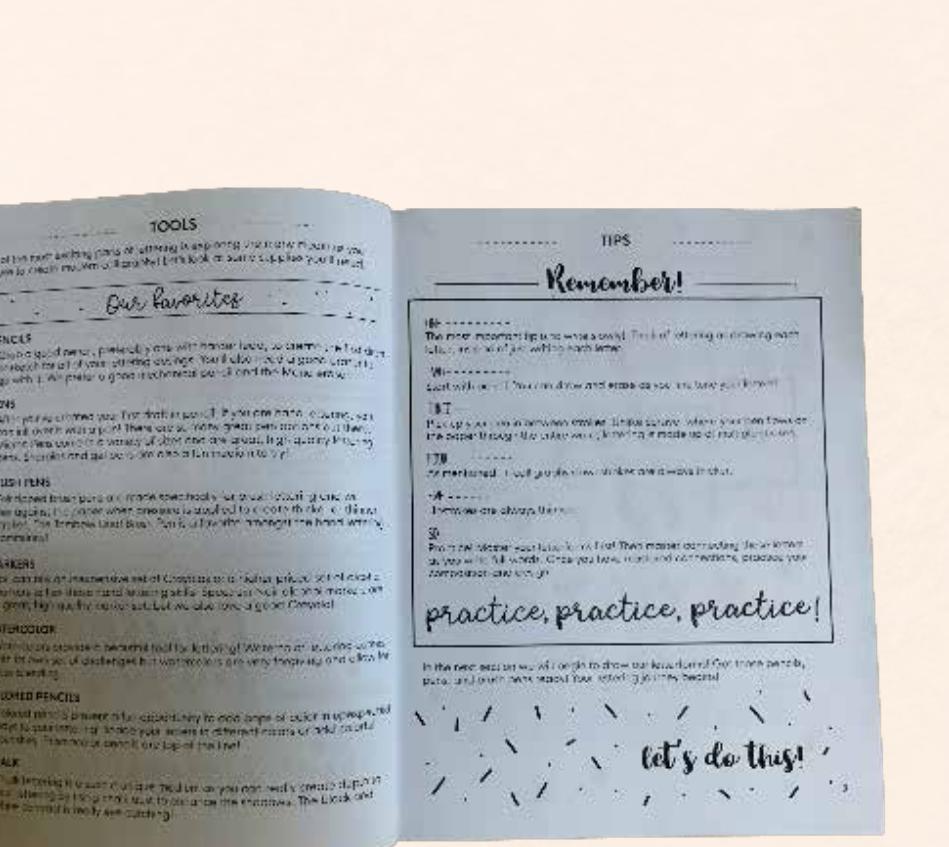
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A beginner's guide to lettering and modern calligraphy

by Paper Peony Press

"learn to letter and create beautiful designs with this beginner's guide and workbook. Every page is filled with tips, tricks, encouragement, and practice space to kickstart your lettering journey."



BY VICKY KAFKAKI