

Design Concepts



Graphic Communications Today, 4E

William Ryan & Theodore E. Conover
Order #: 0-7668-2075-0

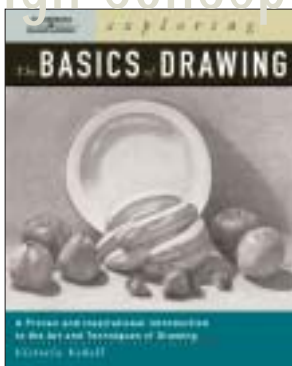
“The author does a great job pulling together contemporary trends and featuring people who have written wonderful books (Robert Bringhurst), who have done great work (Robert Slimbach & Jim Parkinson), and who have innovated in education (Richard Wilde).”

■ **Nicole Ferentz**
Fine Arts Department
Loyola University - Chicago

“(This text has a) wide range of material for visual communication - (I) have yet to find a more comprehensive text... well-written.”

■ **Philip Ruderman**
Commercial Art Department
Springfield Community College

Design Concepts



Exploring The Basics of Drawing

Victoria Vebell
Order #: 1-4018-1573-1

“Overall, it is a very good, straightforward approach to drawing, with illustrations and a step-by-step approach that would work very well for a student with little or no experience. This book very much supports the philosophy that “anyone can learn to draw.”

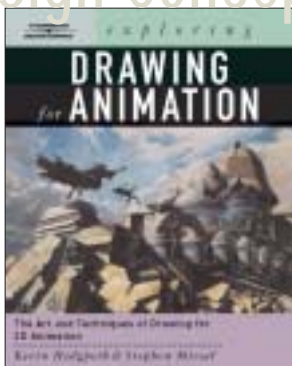
■ **Mark O’Grady**
Art and Design Department
Pratt Institute

“The strengths (of this text) are a well-organized and thorough walk through basic still-life drawing, the specific step-by-step and approach to drawing which gives students a way to direct their attention, and clearly defined goals.”

■ **Heidi Neilson**
Visual Communications Department
Katherine Gibbs School - New York



Design Concepts



Exploring Drawing for Animation

Kevin Hedgpeth & Stephen Missal
Order #: 1-4018-2419-6

“The greatest strengths of the book are the in-depth examination of drawing for animation and the process of using gesture drawing and showing how it evolves into animation.”

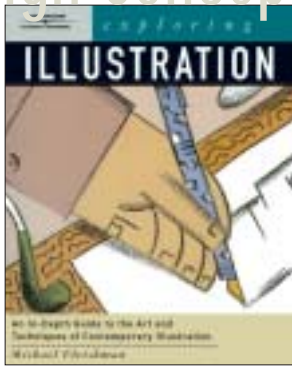
■ **Berney Krule**
Graphic Design Department
Oakton Community College

“Exploring Drawing for Animation is a unique book which links traditional drawing techniques to animation. To my knowledge, there is no book on the market that tackles this subject. The text is well-written and appropriately illustrated.”

■ **Lee Lanier**
Media Arts and Animation Department
Art Institute of Las Vegas



Design Concepts



Exploring Illustration

Michael Fleishman

Order #: 1-4018-2621-0

"I don't think currently there is an equal competitor to this text."

■ **Tom Garrett**

Art and Design Department
Minneapolis College of Art & Design

"If a picture is worth a thousand words, this book tells you why."

■ **Stan Shaw**

Art Department
Pacific Lutheran University



Digital Design



The Graphic Designer's Digital Toolkit

Allan B. Wood

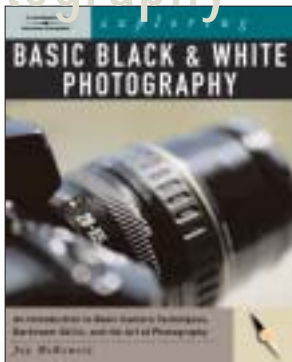
Order #: 1-4018-2587-7

"A very thorough presentation of technical information that is well organized and easier to read than most technical books I've seen."

■ **Larry J. Byers**

Art and Humanities Department
St. Louis Community College – Florissant Valley

Photography



Exploring Basic Black & White Photography

Joy McKenzie

Order #: 1-4018-1556-1

"I really like the way the author introduces and expands photographic composition and 'gets into the technical side' in each chapter. This is the real strength of the (text)."

■ **Ronald Dyer**

Graphic Arts/Printing Technology, Department Chair
Central Maine Technical College

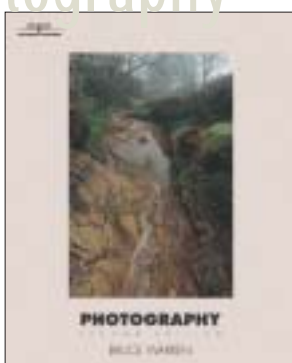
"This is a very straightforward, well-constructed information piece with all the necessary information and none of the silliness and fluff commonly encountered."

■ **H. Lynn Jones**

Department of Photographic Technology
Adirondack Community College



Photography



Photography, 2E

Bruce Warren

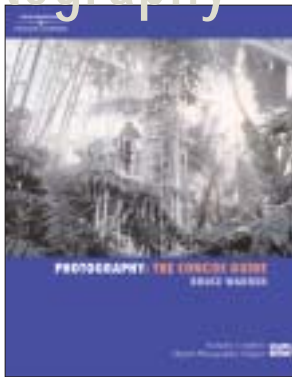
Order #: 0-7668-1777-6

"I have yet to find a better text for introductory and intermediate level black & white and color photography with solid support chapters in history, aesthetics, and advanced techniques."

■ **Al Wildey**

School of Communication
University of Idaho

Photography



Photography: The Concise Guide

Bruce Warren

Order #: 1-4018-8745-7

“Excellent! Includes everything we need for a first-semester course.”

■ **Berney Krule**

Chairperson, Graphic Design/Animation and Multimedia Program
Oakton Community College - Des Plaines, Illinois

“A beautiful book! Perfect for our curriculum.”

■ **Robert Crites**

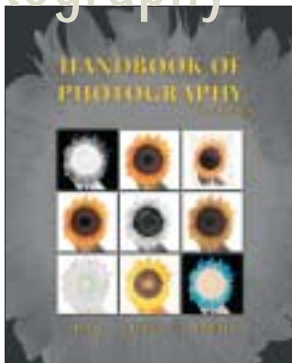
Academic Director of Photography and Video Production
The Art Institute of Philadelphia

“... well organized for use in a beginning course in Photography.”

■ **Glenn Rand**

Graduate Faculty
Brooks Institute of Photography
Co-author, *Black & White Photography*

Photography



Handbook of Photography, 5E

James A. Folts, Ronald P. Lovell, & Fred Zwahlen

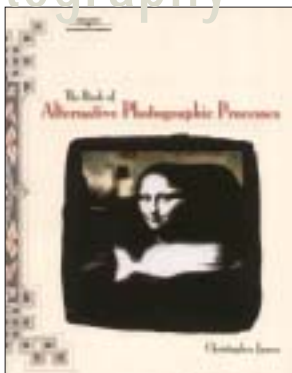
Order #: 0-7668-2073-4

“(This) text offers better review questions, lab suggestions, (an) excellent section on digital photography, and historical notes throughout the book.”

■ **Deborah Woodley**

School of Technology
Eastern Illinois University

Photography



The Book of Alternative Photographic Processes

Christopher James

Order #: 0-7668-2077-7

“In this ambitious and informative book, James displays the qualities of great teaching: organization, humor, and enthusiasm. With clarity and passion, he covers an impressive range of working methods from the historic to the recent. Not simply a how-to-do book, it is a why to do it... advocating for photography in its many manifestations.”

■ **Bea Nettles**

Photography Department
University of Illinois

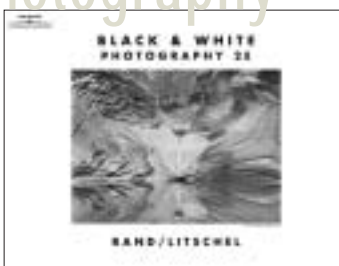
2001 Golden Light
Book Awards
Technical Book of the Year

“The Book of Alternative Photographic Processes is both landmark and guide. It’s where we’ve been, where we are now, and where we’re going. Photography’s classic methods and materials are explained, explored, extended, and reinvented, while marching well into the age of inkjet and digital.”

■ **Judy Seigel**

Founder and Editor
World Journal of Post Factory Photography

Photography



Black & White Photography, 2E

Glenn Rand & David Litschel

Order #: 0-7668-1817-9

“This text is theoretically sound, and the inclusion of the new material (chapters on Manipulative Technique and Digital Imaging) will aid in keeping this text up to date.”

■ **Joseph A. Ippolito**

Photography Department
Florida A&M University