



NUA Library

Graphic Design Yr 3

Useful sources of information

This is the reading list that your course has provided for the unit you are currently studying.

You will find everything you need by searching the catalogue via the [NUA Library webpages](#).

For more information on how to search the catalogue [watch this short video](#)

Required:

Designers and Art Directors Association of the United Kingdom. [various years] *D&AD annuals*.

London: D&AD

See also online: <https://www.dandad.org/en/d-ad-awards-pencil-winners/>

Johnson, M. (2016) *Branding in five and a half steps : the definitive guide to the strategy and design of brand identities*. London: Thames and Hudson.

Pentawards - see website: <https://pentawards.com/directory/en/page/the-winners>

and @pentawards

Recommended:

Johnson, M. (2012) *Problem solved : how to recognize the nineteen recurring problems faced in design, branding and communication and how to solve them*. London: Phaidon.

Johnson, M. (2019) *Now try something weirder : how to keep having great ideas and survive in the creative business*. London: Laurence King Publishing Ltd.

Stavro, A. (2021) *Brand new brand : restarting your business in a time of crisis and transformation*. Berlin: Gestalten.

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