



BOOK LIST

2020-2021 School Year

AOS – Second Year

Fall 2020 – First Semester

<u>Course</u>	<u>Book</u>	<u>ISBN</u>
Advertising Design 201	<u>Advertising & Integrated Brand Promotion, 8e</u> ...	978-1337110211
Illustration 201	<u>How to be an Illustrator, 2e</u>	978-1780673288
<i>Publishing & Print Prod. 201</i>	<u>Graphic Design School, 6e</u>	978-1119343165*
Web & Media Design 201	<u>Learning Web Design, 5e</u>	978-1491960202

Spring 2021 – Second Semester

<u>Course</u>	<u>Book</u>	<u>ISBN</u>
Business of GD & Adv 201	<u>15 Secrets Successful People Know About</u> <u>Time Management</u>	978-0985056438
Business of GD & Adv 201	<u>Graphic Artists Guild Handbook: Pricing &</u> <u>Ethical Guidelines, 15e</u>	978-1507206683
<i>Design & Illustration 202</i>	<u>Graphic Design Solutions, 6e</u>	978-1337554053*
Marketing & Advertising 202	<u>Creative Strategy in Advertising, 11e</u>	978-1133307266
Portfolio Development 201	<u>Essential Managers: Presenting (2015)</u>	978-1465434159
Portfolio Development 201	<u>The GD's Guide to Portfolio Design, 3e</u>	978-1118428146
Web Design 202	<u>The Web Designer's Idea Book, Volume 4</u>	978-1440333156

* *These books were used in a previous course and should not need to be repurchased.*

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