

## Graphic Arts & Screen Design

Prof. Susanne Mayer Audiovisual Media at HdM Stuttgart

### Recommended Reading for Graphic Arts & Screen Design

Graphic Arts

Johannes Itten

**Kunst der Farbe – Subjektives Erleben und objektives Erkennen als Wege zur Kunst**

Studienausgabe Otto Maier Verlag Ravensburg

Graphic Arts

**Interaction of Colors – Didaktik des Sehens**

Josef Albers

Graphic Arts / Screen Design

**Handbuch der Farbe - Systematik, Ästhetik, Praxis**

Hans Gekeler, DuMont

Graphic Arts/Screen Design

**„If it's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling”**

Patti Bellantoni, Focal Press Oxford 2005

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**Facts of Life** - Pictograms as storytellers

Pippo Lionni Bd 1&2 Available at HdM Library

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**Ursache und Wirkung** - Ein typografischer Roman

Erik Spiekermann Context Verlag Erlangen

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**Typografie**

Peter Weingart, Lars Muller Publishers 2000

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**„Type Design Fonhandling Typografie“**

typo PAGE Sonderausgabe Mai 2005 ISBN 1612-0329

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**Typographic Design: Form & Communication**

Rob Carter, Ben Day, Philip Meggs

John Wiley & Sons, Inc 1993

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**Letterwork - Creative Letterforms in Graphic Design**

Brody Neuschwander Phaidon Press

Screen Design

**Thinking with Type**

A Critical Guide for Designers, Writers, Editors and Students

Ellen Lupton, Princeton Architectural Press, New York

Graphic Arts / Screen Design

**Design Literacy 1 & 2 - Understanding Graphic Design**

Stephen Heller Allworth Press New York 1997/1999

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**Animation: Prinzipien, Praxis, Perspektiven**

Paul Wells Stiebner Verlag München 2007

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**The Graphic Language of Neville Brody 1 & 2**

Jon Wozencroft Bangert Verlag

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**The End of Print - David Carson**

Lewis Blackwell Bangert Verlag

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**Type in Motion**

Matt Woolman & Jeff Bellantoni

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**Das Buch zum Vorspann**

Böhnke, Rembert, Stanitzek Vorwerk 8 Berlin 2006

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**„Digital Information Graphics“**

Matt Woolman (Watson Guphill Publications New York)

Screen Design - Motion Graphics

**The After Effects Apprentice**

Trish & Chris Meyer (available at HdM Library)

Screen Design - Motion Graphics

**After Effects in Production**

Trish & Chris Meyer (available at HdM Library)

Screen Design - Motion Graphics

**Motion Graphic Design – Applied History and Aesthetics**

Jon Krasner 2008 (available at HdM Library)

Screen Design - Motion Graphics

**Flash Web Design: The Art of Motion Graphics**

Hillman Curtis (New Riders Books) Np-i 510 b

Corporate Design – Design Concepts

**Designing Brand Identity.**

A complete guide to creating, building, and maintaining strong brands.

Alina Wheeler

New York, Wiley, 2003. With bibl., index. ISBN 0-471-21326-8

Media Art - Design Concepts

**Generative Gestaltung: Entwerfen, Programmieren, Visualisieren**

Bohnacker, Groß, Laub, Lazzeroni Hermann Schmidt Mainz 2009