



BOOKS FOR COURSES – 10-11

FIRST SEMESTER

COURSE NAME	BOOK/SUBSCRIPTION TITLE	ISBN#	STUDENT COST
Art History 101	<u>Gardner's Art Through the Ages, 13e</u>	0495799866	\$ 177.95
Art Media Techniques 101	<u>Intro into Art Techniques</u>	0789451514	\$ 27.95
Color/Design Theory 101	<u>Design Through Discovery, 6e</u>	0030765471	\$ 151.95
Drawing 101	<u>Intro into Art Techniques</u>	0789451514	share with AMT 101
Typography 101	<u>Typographic Design, 4e</u>	0471783900	\$ 55.00

OTHER/MISCELLANEOUS

_____	College Success Planner	n/a	\$ 20.00
_____	Print Magazine subs.	n/a	\$ 29.95
_____	Comm. Arts Magazine subs.	n/a	\$ 39.00
_____	Henry Doorly Zoo Trip	n/a	\$ 8.00
_____	Joslyn Art Museum Tour	n/a	\$ 7.00

COMPUTER/SOFTWARE

_____	Adobe CS5 Design Premium (partial)	n/a	\$ 233.20 (\$448.95)
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SECOND SEMESTER

COURSE NAME	BOOK/SUBSCRIPTION TITLE	ISBN#	STUDENT COST
Art History 102	<u>History of Graphic Design, 4e</u>	0471699020	\$ 85.00
Comp Grphcs/Software	<u>Editing By Design, 3e</u>	1581153023	\$ 35.00
Design and Layout 101	<u>Graphic Design Solutions, 4e</u>	0495572810	\$ 111.95
Fundamentals of Comm.	<u>The Speaker's Handbook, 9e</u>	0495567477	\$ 93.02
	<u>A Writer's Resouce 2009 ^</u>	0077368797	\$ 68.13
	<u>The Prentice Hall Grammar Workbook, 2e</u>	0131947710	\$ 31.20
Illustration 101	<u>Inside the Business of Illustration</u>	1581153864	\$ 19.95
	<u>Illustrators 51</u>	0061928003	\$ 45.00

OTHER/MISCELLANEOUS

_____	Kansas City Trip	n/a	\$ 45.00
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COMPUTER/SOFTWARE

_____	Adobe CS5 Design Premium (partial)	n/a	\$ 215.75 (\$448.95)
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CREATIVECENTER

COLLEGE OF ART & DESIGN



BOOKS FOR COURSES – 10-11

THIRD SEMESTER

COURSE NAME	BOOK/SUBSCRIPTION TITLE	ISBN#	STUDENT COST
3D Modeling 201	<u>Signage and Wayfinding Design</u>	0471748919	\$ 65.00
Advertising Design 201	<u>Advertising & Integrated Brand Promotion, 5e</u>	0324568622	\$ 240.95
Illustration 201	<u>How to be an Illustrator ^</u>	1856695301	\$ 24.95
Pub. & Print Prod. 201	<u>Graphics Master 8</u>	0914218166	\$ 59.50
Web & MM 201	<u>Learning Web Design, 3e</u>	0596527527	\$ 44.99

OTHER/MISCELLANEOUS

_____	College Success Planner	n/a	\$ 20.00
_____	Print Magazine subs.	n/a	\$ 29.95
_____	ADDY Entries (3 entries)	n/a	\$ 60.00
_____	AIGA Entries (2 entries)	n/a	\$ 44.00
_____	3M Command Replacement Strips	#17200	\$ 8.99
_____	Joslyn Art Museum Tour	n/a	\$ 7.00

COMPUTER/SOFTWARE

_____	Adobe CS5 Design Premium (partial)	n/a	\$ 144.67 (\$448.95)
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FOURTH SEMESTER

COURSE NAME	BOOK/SUBSCRIPTION TITLE	ISBN#	STUDENT COST
Design & Illustration 202	<u>CA Illustration Annual</u>	n/a	
	<u>Graphic Design Solutions, 3e</u>	1401881548	<i>pick up from 2nd semester</i>
Mktg & Adv. 202	<u>Creative Strategy in Advertising, 10e</u>	1439082707	\$ 151.95
Portfolio Dev. 201	<u>E.M. Presenting</u>	0756637066	\$ 8.00
	<u>The Graphic Designer's Guide to Portfolio Design, 2e</u>	0470184760	\$ 45.00
Interactive Media 202	<u>The Web Designer's Idea Book</u>	1600610641	\$ 25.00
Business of GD/Adv. 201	<u>E.M. Manage Your Time</u>	0789424460	\$ 7.00
	<u>Graphic Artists Guild Handbook, Pricing & Ethical Guidelines, 12e</u>	0932102131	\$ 35.00

OTHER/MISCELLANEOUS

_____	Meet the Pro's	n/a	\$ 125.00
_____	Comm. Arts Magazine subs.	n/a	\$ 39.00

COMPUTER/SOFTWARE

_____	Adobe CS5 Design Premium (remainder)	n/a	\$ 304.33 (\$448.95)
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BOOKS FOR COURSES– 10-11

FIFTH SEMESTER

COURSE NAME	BOOK/SUBSCRIPTION TITLE	ISBN#	STUDENT COST
Advertising 401	<u>The Advertising Concept Book</u>	0500287384	\$ 29.95
Business Comm. 301	<u>Essentials of Business Communication, 8e</u>	0324588003	\$ 142.95
Consumer Behavior 301	<u>CB, 2e</u>	978-0324829990	\$ 54.95
	<u>Inside the Mind of the Shopper</u>	978-0137126859	\$ 34.99
	<u>Buying In: What We Buy and Who We Are</u>	978-0812974096	\$ 15.00
Design/Layout 401	<u>How to Think Like a Great Graphic Designer, 1e</u>	1581154968	\$ 24.95
Ecology 301	<u>Environmental Science, 12e</u>	007893642X	\$ 123.75

OTHER/MISCELLANEOUS

_____	College Success Planner	n/a	\$ 20.00
_____	Print Magazine subs.	n/a	\$ 29.95
_____	Comm. Arts Magazine subs.	n/a	\$ 39.00
_____	CMYK Magazine subs.	n/a	\$ 25.99
_____	ADDY Entries (4 entries)	n/a	\$ 80.00
_____	AIGA Entries (2 entries)	n/a	\$ 44.00
_____	CMYK Entries	n/a	\$ 45.00

COMPUTER/SOFTWARE

N/A

SIXTH SEMESTER

COURSE NAME	BOOK/SUBSCRIPTION TITLE	ISBN#	STUDENT COST
Portfolio Dev. 401	<u>How to Be a Graphic Designer Without Losing Your Soul</u>	1568989830	\$ 24.95
Campaign Mangmt 401	<u>E.M. Working with Difficult People</u>	0756652537	\$ 8.00
	<u>Budgeting for Managers</u>	0071391339	\$ 16.95
	<u>E.M. Project Management</u>	0756641993	\$ 8.00
	<u>E.M. Strategic Thinking</u>	0789459728	\$ 7.00
	<u>E.M. Managing Teams</u>	0789428954	\$ 7.00
	<u>E.M. Effective Communication</u> ^	9780756650445	\$ 8.00
	<u>Achieving High Performance</u> ^	0756642876	\$ 8.00
	<u>E.M. Presenting</u>	0756637066	<i>pick up - 4th semester</i>
	<u>E.M. Manage Your Time</u>	0789424460	<i>pick up - 4th semester</i>
Mgmt Across Cultur 401*	<u>International Management: Managing Across Borders and Cultures, 7e</u>	0136098673	\$ 189.33
Multimedia and Web 401	<u>Designing with Web Standards, 3e</u>	0321616952	\$ 49.99
Intro. to Finance 301	<u>Practical Business Math Procedures, 10e</u>	978-0077461027	\$ 91.88
	<u>Finance and Accounting for Nonfinancial Managers, 6e</u>	978-0465018499	\$ 22.00

OTHER/MISCELLANEOUS

_____	Meet the Pro's	n/a	\$ 125.00
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COMPUTER/SOFTWARE

N/A

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