

## Some Book Titles in the E-brary for Graphic Design

### Software

Title / Author	Year	Subject
<b>Photoshop CS5 Trickery and FX</b> (Burns, Stephen)	2010	<b>Adobe Photoshop</b> / Photography--Digital techniques
<b>Advanced Photoshop CS4 Trickery and FX</b> (Burns, Stephen)	2009	<b>Adobe Photoshop</b> / Computer graphics
<b>Adobe Photoshop CS4</b> (Singh, Vishnu P.)	2009	<b>Adobe Photoshop</b> / Computer graphics
<b>David Busch's Quick Snap Guide to Adobe Photoshop</b> (Busch, David)	2008	<b>Adobe Photoshop</b> / Computer graphics--computer programs / Photography--digital techniques
<b>Teach Yourself VISUALLY Photoshop CS4</b> (Wooldridge, Mike and Linda)	2008	<b>Adobe Photoshop</b> / Computer graphics
<b>Photoshop CS4 for Dummies</b> (Bauer, Peter)	2008	<b>Adobe Photoshop</b> / Computer graphics
<b>Adobe Photoshop CS3 Extended : retouching motion pictures</b> (Bouto, Gary David)	2008	<b>Adobe Photoshop</b> / Digital video--editing / Motion Pictures--editing
<b>Flash CS4 for Dummies</b> (Finklestein, Ellen)	2008	<b>Flash</b> (computer file) / Computer animation / Web sites--design
<b>Adobe Photoshop CS3 Trickery and FX</b> (Burns, Stephen)	2007	<b>Adobe Photoshop</b> / Computer graphics
<b>Complete Photoshop CS3 for Digital Photoshop</b> (Smith, Colin; Cooper, Tim)	2007	<b>Adobe Photoshop</b> / Computer graphics / Photography--digital techniques
<b>Adobe Photoshop CS3 : photographer's guide</b> (Busch, David D.)	2007	<b>Adobe Photoshop</b> / Photography--digital techniques
<b>Adobe Photoshop Lightroom</b> (Blair, John G.)	2007	<b>Adobe Photoshop Lightroom</b> / Photography--digital techniques
<b>Raw 101 : Better Images with Photoshop and Photoshop Elements</b> (Canfield, Jon)	2005	<b>Adobe Photoshop Elements</b> / Photography--digital techniques / Computer Graphics
<b>Creating Striking Graphics with Maya and Photoshop</b> (Gray, Daniel)	2004	<b>Adobe Photoshop</b> / <b>Maya</b> --computer files / Computer graphics
<b>Digital Character Painting Using Photoshop CS3</b> (Seegmiller, Don)	2007	<b>Adobe Photoshop</b> / Computer Art--technique / Digital art--technique
<b>Adobe Illustrator CSX Revealed</b> (Botello, Chris)	2005	<b>Adobe Illustrator</b> (computer file) / Computer graphics
<b>InDesign CS2 for Dummies</b> (Assadi, Barbara)	2005	<b>Adobe Illustrator</b> / Desktop publishing
<b>InDesign CS2 at Your Fingertips</b> (LoCasio, Ted)	2005	<b>Adobe InDesign</b> / Desktop publishing
<b>Adobe InDesign CS2 Revealed</b> (Botello, Chris)	2005	<b>Adobe InDesign</b> / Desktop publishing
<b>Flash Animation for Teens</b> (Grebler, Eric D.)	2006	<b>Flash</b> (computer file) / Computer animation /
<b>How To Do Everyting With Flash 8</b> (Blake, Bonnie; Sahlin, Doug)	2005	<b>Flash</b> (computer file) / Computer animation / Web sites--design
<b>Flash MX 2004 ActionScript Bible</b> (Reinhardt, Robert; Lott,Joey)	2004	<b>Flash</b> (computer file) / Computer animation / Web sites--design
<b>Flash MX 2004 At Your Fingertips : get in, get out, get exactly what you want</b> (Bhangal, Sham; deHaan, Jen)	2004	<b>Flash</b> (computer file) / Computer animation / Web sites--design
<b>How to Do Everything With Dreamweaver 8</b> (Meadhra, Michael)	2005	<b>Dreamweaver</b> (computer file) / Web site development

Digital Photography		
Title / Author	Year	Subject
<b>David Busch's Sony Alpha DSLR-A850 Guide to Digital Photography</b> (Busch, David; White, Alexander)	2010	Sony digital cameras / Photography--Digital techniques
<b>David Busch's Sony Alpha DSLR--A380/A330/ A230 Guide to Digital SLR Photography</b> (Busch, David)	2010	Sony digital cameras / Photography--Digital techniques
<b>David Busch's Canon EOS Rebel T2i/550D Guide to Digital SLR Photography</b> (Busch, David)	2010	Photography--Digital techniques
<b>David Busch's Canon PowerShot G10/G11 Guide to Digital Photography</b> (Busch, David; White, Alexander)	2010	Canon digital cameras / Photography--Digital techniques
<b>David Busch's Olympus PEN E-P2 Guide to Digital Photography</b> (Busch, David; Simon, Dan)	2010	Photography--Digital techniques
<b>David Busch's Nikon D3s/D3x Guide to Digital SLR Photography</b> (Busch, David)	2010	Nikon digital cameras / Photography--digital techniques / Single-lens reflex cameras
<b>David Busch's Nikon D300s Guide to Digital SLR Photography</b> (Busch, David)	2009	Nikon digital cameras / Photography--digital techniques / Single lens photography
<b>David Busch's Nikon D60 Guide to Digital SLR Phtography</b> (Busch, David)	2009	Nikon digital cameras / Photography--digital techniques / Single lens photography
<b>David Busch's Canon Eos 50D Guide to Digital SLR Phtography</b> (Busch, David)	2009	Canon digital cameras--handbooks / Single lens reflex cameras
<b>David Busch's Canon Eos RebelXS/1000 Guide to Digital SLR Phtography</b> (Busch, David)	2009	Photography--digital techniques / Canon digital cameras
<b>Complete Digital Photography, 5th ed.</b> (Long, Ben)	2009	Photography--Digital techniques / Digital cameras--handbooks, maunals, etc. / Image processing--Digital techniques
<b>101 Quick and Easy Secrets to Creat Winning Photographs</b> (Bamberg, Matthew)	2009	Photography--digital techniques / Photography--exposure / Photographs--handbooks
<b>How to Do Everything : Digital Camera</b> (Johnson, Dave)	2008	Photography--digital techniques
<b>Digital Sports Photography, 2nd ed.</b> (Lawrence, G.; Miller, P.; Hayt, A.)	2008	Photography of sports--handbooks / Photography--digital techniques--handbooks
<b>Digital Photographer's Software Guide</b> (Lewell, John)	2008	Photography--digital techniques--computer programs / Image processing--digital techniques--computer programs
<b>Digital Photography Quicksteps, 2nd. Ed.</b> (Sahli, Doug)	2007	Photography--digital techniques
<b>Mastering Digital SLR Photography, 2nd. Ed.</b> (Busch, David)	2007	Photography--digital techniques / Single lens reflex cameras
<b>David Busch's Digital Infared Pro Secrets</b> (Busch, David)	2007	Infared photography / Photography--digital techniques
<b>301 Inkjet Tips and Techniques : an essential printing resource for photographers</b> (Darlow, Andrew)	2007	Photography--digital techniques / Ink jet printing
<b>Quick Snap Guide to Digital Photography : an instant start-up manual for new digital camera owners</b> (Busch, David)	2006	Photography--digital techniques
<b>Mastering Digital Color</b> (Saffir, David)	2006	Color photography--digital techniques
<b>George DeWolfe's Digital Photography Fine Print Workshop</b> (DeWolfe, George)	2006	Photography--digital techniques / Photography--printing process
<b>Mastering Digital Photography, 2nd. Ed.</b> (Busch, David)	2006	Photography--digital techniques / Image processing--digital techniques

<b>Web Site Design</b>		
<b>Title / Author</b>	<b>Year</b>	<b>Subject</b>
<b>Professional Web Design : techniques and templates (CSS and XHTML)</b> (Eccher, Clint)	2008	Web sites--design / Cascading style sheets / XHTML (document markup language)
<b>Web Copy That Sells : the revolutionary formula for creating killer copy every time</b> (Velooso, Maria)	2004	Electronic commerce / Web-sites--design / Internet marketing
<b>Small Websites, Great Results : the blueprint for creating websites that really work</b> (Addison, Doug)	2004	Web-sites--design / Web site development
<b>HTML Quicksteps</b> (Hart-Davis, Guy)	2004	HTML (document mark-up language)
<b>HTML, XHTML, and CSS Bible, 3rd ed.</b> (Phffenberger, Bryan; Schafer, Steven M.)	2004	HTML (document mark-up language) XHTML (document mark-up language)
<b>Web Programmer's Desk reference : a complete cross-reference to HTML</b> (Issi, Lazaro; Cohen, Joseph)	2004	Web sites--design / Internet programming / HTML (document mark-up language)
<b>Web Systems Design and Online Consumer Behavior</b> (Gao, Yuan)	2004	Web sites--design / Consumer behavior
<b>Digital Art / Visual Communication</b>		
<b>Title / Author</b>	<b>Year</b>	<b>Subject</b>
<b>Drawing : the process</b> (Davies, Jo)	2005	Drawing / Art
<b>Rapid Viz : a new method for rapid visualization of ideas</b> (Hanks, Kurt; Belliston, Larry)	2006	Graphic arts--techniques / Drawing / Felt marker drawing
<b>Going Digital : the practice and vision of digital artists</b> (Naiven, Joseph)	2005	Digital art
<b>Computers and Art 2</b> (Mealing, Stuart)	2002	Computer art / Art and technology
<b>Computers and Typography 2</b> (Sasson, Rosemary)	2002	Desktop publishing / Printing--data processing
<b>Visual Design Fundamentals : a digital approach</b> (Hashimoto, Alan)	2003	Computer-aided design / Graphic arts / Image-processing--digital techniques
<b>Digital Magazine Design</b> (Honeywell, Paul; Carpenter, Daniel)	2005	Magazine design
<b>Digital Art history : computers and the history of art, Vol. 1</b> (Bentkowski, Anna)	2004	Art--dataprocessing / Computer art / Digital art--history
<b>Futures Past</b> (Bentkowski, Anna)	2007	Art--digital and video / Art--history--general / Computers--computer graphics
<b>Visual Thought : the depictive space of perception</b> (Albertazzi, Liliana)	2006	Consciousness / Space perception
<b>Visual Versions</b> (Schwartz, Robert)	2006	Vision / Visual perception
<b>Visual Grammar</b> (Leborg, Christian)	2006	Visual perception / Visual communication in art
<b>Handbook of Visual Communication : theory, methods, and media</b> (Smith, Kenneth L.)	2004	Visual communications--methodology
<b>Psychology of Graphic Images : seeing, drawing, communicating</b> (Massironi, Manfredo)	2002	Visual perception / Visual communication / Drawing, psychology of
<b>Iconic Communication</b> (Yazdani, Masoud; et al)	2000	Visual communication / Signs and symbols / Iconicity

**Advertising / Marketing / Brand Names / Consumer Behavior**

Title / Author	Year	Subject
<b>Art and Advertising</b> (Gibbons, Joan)	2005	Art and advertising / Advertising
<b>Advertising : a cultural economy</b> (McFall, Liz)	2004	Advertising--history / Advertising--social history
<b>Personalities and Products : a historical perspective on advertising in America</b> (Applegate, Edd)	1998	Advertising--United States--history
<b>Economy of Icons : how business manufactures meaning</b> (Sternberg, Ernest)	1999	Economics--psychological aspects / Symbolism in advertising
<b>Advertising Mind : ground-braking insights into how our brains respond to advertising</b> (du Plessis, Eric)	2005	Advertising--psychological aspects / Advertising--research / Human informatiion processing
<b>Pictorial Metaphor in Advertising</b> (Forceville, Charles)	1998	Symbolism in advertising / Pictures--printing / Advertising layout and topography
<b>Humor in Advertising</b> (Gulas, Charles S.; Weinberger, March G.)	2006	Humor in advertising
<b>Advertising Cultures</b> (Malefyt, Timothy)	2003	Advertising / Advertising agencies
<b>Marketing and Social Construction : exploring the rhetoric's of managed consumption</b> (Hackley, Christopher)	2001	Marketing / Consumer behavior
<b>Get the Word Out : 98 marketing tips for promoting your business</b> (Lesonsky, Rieva)	2001	Marketing / Consumer behavior
<b>Start Smart : beginning marketing tips</b> (Lesonsky, Rieva)	2001	Marketing / Consumer behavior
<b>Branding Your Business : promoting your business, attracting customers, and standing out in the market place</b> (Hammond, James)	2008	Branding (marketing) / Consumer behavior / Brand name products--psychological aspects
<b>What's in a Name ? : advertising and the concept of brands</b> (Jones, John; Slater, Jan)	2003	Advertising / Brand Name Products
<b>What Sticks : why most advertising fails and how to guarantee yours succeeds</b> (Briggs, Rex; Stuart, Greg)	2006	Advertising / Marketing
<b>Word of Mouth Marketing : how smart companies get people talking</b> (Sernovitz, Andy; et al)	2006	Word-of-mouth advertising / Marketing
<b>Perspectives on Branding</b> (Miletsky, Jason)	2009	Brand name products / Branding (marketing)
<b>Profitbrand : how to increase the profitability, accountability, and sustainability of brands</b> (Wrendon, Nick)	2005	Brand name products / Consumer behavior
<b>Beyond Branding : how the new values of transparency and integrity are changing the world of brands</b> (Ind, Nicholas)	2005	Brand choice / Product management / Brand name products
<b>Brain Tatoos : creating unique brands that stick in your customers' minds</b> (Post, Karen)	2004	Brand name products
<b>Wordcraft : the art of turning little words into big business</b> (Frankel, Alex)	2004	Brand name products / Business names
<b>Brandscendence : three essential eelments of enduring brands</b> (Clark, Kevin A.)	2004	Brand name products / Marketing
<b>Brand Royalty</b> (Haig, Matt)	2004	Brand name products--management
<b>Defending the Brand : aggressive strategies for protecting your brand in the online arena</b> (Murray, Brian H.)	2003	Brand name products / Trademark infringement / Electronic commerce / Product management
<b>Brand New Brand Thinking : brought to life by 11 experts who do</b> (Baskin, Merry)	2003	Advertising--brand name products / Brand name products

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<b>Branding @ the Digital Age</b> (Meyers, Herbert M.)	2002	Brand name products / Internet marketing
<b>Brand warfare : 10 rules for building the killer brand</b> (D'Alessandro, David)	2001	Brand name products / Product management
<b>From Bricks to Clicks : 5 steps to creating a durable online brand</b> (Timacheff, Serge)	2001	Brand name products / Internet advertising / Internet marketing
<b>The Hero and the Outlaw : building extraordinary brands through the power of archetypes</b> (Mark, Margaret)	2001	Brand name products--marketing / Symbolism in advertising
<b>Complete Idiot's Guide to Brand Management</b> (Nicolino, Patricia F.)	2000	Brand name products / Marketing
<b>Brand New China : advertising, media, and commercial culturs</b> (Wang, Jin)	2008	Advertising--China / Marketing-China / Brand name products--China
<b>Consistant Consumer : predicting the future behavior through lasting values</b> (Beller, Ken)	2005	Consumer behavior / Consumer profiling
<b>Think Like Your Customer : a winning strategy to maximize sales by understanding and influencing how and why your customers buy</b> (Stinnett, Bill)	2004	Consumer behavior / Selling / Customer relations / Customer loyalty
<b>Let Them Eat Cake : marketing luxury to the masses</b> (Danziger, Pamela)	2005	Affluent consumers--psychology / Luxuries--marketing / Consumer behavior
<b>BRANDchild : Insights into the Minds of Today's Global Kids : understanding their relationships with brands</b> (Lindstrom, Martin)	2003	Business and economics--advertising and promotion / Brand name products
<b>Consuming Youth : vampires, cyborgs, and the culture of consumption</b> (Latham, Robert)	2002	Young adult consumers--United States--attitudes
<b>Don't Think Pink : what really makes women buy - and how to increase your share of this market</b> (Learned, Andrea)	2004	Consumer behavior / Women and psychology
<b>Pocketbook Power : how to reach the heart's and minds of today's most covetrd consumers - women</b> (Kanner, Bernice)	2004	Women customers / Consumer behavior / Marketing
<b>Boom : marketing to the ultimate power consumer, the baby boomer woman</b> (Brown, Mary; Orsborn, Carol)	2006	Women comsumers / Consumer behavior / Marketing / Baby boom generation
<b>Always On : advertising, marketing, and media in an era of consumer control</b> (Vollmer, Christopher)	2008	Consumer behavior / Internet marketing
<b>Business-to-business Internet Marketing : seven proven strategies for increasing profits through internet direct marketing</b> (Jones, Susan K.)	2008	Internet marketing / Industrial marketing
<b>Make a Fortune Promoting Other People's Stuff</b> (Gardner, Rosalind)	2007	Internet marketing / Multilevel marketing
<b>3G Marketing on the Internet : third generation internet marketing strategies for online success, 7th ed.</b> (Sweeny, Susan; et al)	2007	Internet marketing / Internet advertising / electronic commerce
<b>Killer Web Content</b> (McGovern, Gerry)	2006	Internet marketing / Web site development
<b>Winning Results with Google AdWords</b> (Goodman, Andrew)	2005	Google AdWords / Internet marketing
<b>Advances in Electronic Marketing</b> (Clarke III, Irvine)	2005	Internet marketing / Industrial marketing / World Wide Web
<b>Web Advertising : new forms of communications on the internet</b> (Janoschka, Anja)	2004	Internet marketing / Industrial marketing
<b>One-to-One Web Marketing : build a relationship marketing strategy one customer at a time, 2nd ed.</b> (Allen, Cliff; et al)	2002	Internet marketing / Internet advertising / Web sites--design

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<b>Title / Author</b>	<b>Year</b>	<b>Subject</b>
<b>Marketing on the Internet : your seven step plan for succeeding in e-business, 6th ed.</b> (Zimmerman, Jan)	2002	Internet marketing / Industrial marketing
<b>Media Monoliths : how great media brands thrive and survive</b> (Tungate, Mark)	2004	Mass media--economic aspects / Brand name products
<b>Branded Entertainment : product placement and brand strategy in the entertainment business</b> (Lehu, Jean-Marc)	2007	Product placement in mass media / Advertising--brand name products
<b>Career Assistance</b>		
<b>Title &amp; Author</b>	<b>Date</b>	<b>Subject Headings</b>
<b>Guide to internet job searching 2008-2009</b> (Dikel, Margaret Riley)	2008	<b>Job hunting--computer network resources</b>
<b>Power Points ! : how to design and deliver presentations that sizzle and sell</b> (Mills, Harry)	2007	Microsoft Powerpoint / Business presentations
<b>202 great resumes</b> (Block, Jay A.)	2004	<b>Resumes</b> (employment)
<b>2,500 keywords to get you hired</b> (Black, Jay A.)	2002	<b>Resumes</b> (employment)
<b>Guide to basic cover letter writing</b> (Public Library Association)	2003	<b>Cover letters</b> / Resumes / Job hunting
<b>Killer cover letters and resumes! The WetFeet insider guide</b> (Wetfeet)	2003	<b>Cover letters</b> / Resumes / Job hunting
<b>Slam dunk cover letters, 2nd ed.</b> (Rowh, Mark)	2003	<b>Cover letters</b> / Applications for positions
<b>101 best cover letters</b> (Betrus, Michael)	1999	<b>Cover letters</b>
<b>24 hours to the perfect interview : quick steps for planning, organizing, and preparing for the interview that gets the job.</b> (DeLuca, Matthew J.)	2004	Job hunting / <b>Employment interviewing</b>
<b>Job hunting A to Z : the Wetfeet insider guide to landing the job you want</b> (Wetfeet)	2003	Job hunting / <b>Employment interviewing</b>
<b>Get your foot in the door! The WetFeet insider guide to landing the job interview</b> (WetFeet)	2003	Job hunting / <b>Employment interviewing</b>
<b>WetFeet insider guide to negotiating your salary and perks</b> (WetFeet)	2003	<b>Employment interviewing</b> / Job offers / Job hunting / <b>Negotiation</b> in business
<b>The only negotiating guide you'll ever need: 101 ways to win every time in any situation</b> (Stark, Peter B.)	2003	<b>Negotiation</b> / Psychology, applied
<b>Careers for color connoisseurs and other visual types</b> (Godberg, Jan)	2005	<b>Art--vocational guidance</b> / Design--vocational guidance
<b>Great jobs for art majors</b> (Camenson, Blythe)	2003	<b>Art--vocational guidance--United States</b>
<b>Opportunities in visual arts careers</b> (Salmon, Mark; Barrett, Bill)	2001	<b>Art--vocational guidance--United States</b>
<b>Becoming Designers</b> (Mealing, Stuart)	2000	<b>Design--vocational guidance</b>
<b>Patenting Art and Entertainment</b> (Stim, Richard)	2004	Art--United States-- <b>patents</b> --popular works / Performing arts--United States-- <b>patents</b> --popular works