



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)

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Course Code: BA(JMC)-105

Course Name: Basics of Design & Graphics

Suggested Further Readings (Beyond Book)

S.No.	Unit	Topic	Book Title
1.	Unit-1	Typography	Fundamentals of Typography Author – Ambrose & Gavin Latest Edition – 2nd Edition Publisher – AVA Publishing
2.	Unit-1	Colors- Physical and Psychological forms	Colour Author – Betty Edwards Latest Edition – 4th Edition Publisher – Tarcher Publishing
3.	Unit-2	Layout Planning	Graphic Design for Beginners: Fundamental Graphic Design Principles that Underlie Every Design Project Author – Anita Nipani Latest Edition – 4th Edition Publisher – Kindle Edition- free download
4.	Unit-2	Print Advertisement	An Insiders Guide To Free Publicity: 5 Steps To Get On TV, Radio And In Print Author – Edward .W.Smith Latest Edition – 1st Edition Publisher – Bright moment Publishing Kindle Edition- free download

S.No.	Unit	Topic	Book Title
5.	Unit-3	Visual Fundamentals	<p>History and Practice of the Art of Photography</p> <p>Author – Henry Hunt Snelling Latest Edition – 1st Edition Publisher – Public Domain Book- Kindle Edition & Free copy available</p>
6.	Unit-3	Designing (Logo, Brochure)	<p>ADOBE PHOTOSHOP BOOK 2020: AMAZING PHOTOSHOP TOOLS, TIPS AND TRICKS THAT YOU PROBABLY DO NOT KNOW</p> <p>Author – Charles Carson Latest Edition – 1st Edition Publisher – RS Publishing House - Kindle Edition & Free copy available</p>
7.	Unit-4	Printing Process	<p>The Complete Book on Printing Technology with Process Flow Diagrams, Plant Layouts and Machinery Details (Offset, Gravure, Flexographic, Security, Web Offset and Pad Printing)</p> <p>Author – NIIR Board of Consultants & Engineers Latest Edition – 2nd Edition (Revised) Publisher – Asia Pacific Business Press Inc.</p>
8.	Unit-4	Basics1 of Desktop Publishing	<p>Desktop Publishing: DTP Course Covering Photoshop, Indesign, Coreldraw & Flash</p> <p>Author – Bitto Kumar Latest Edition – 1st Edition Publisher – V&S Publishers</p>