

AVA Academia
Spring 2012

2012



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academia

Ethical:
aware-
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reflect-
ion/
debate

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edition

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A note from the publisher

Welcome to AVA Academia's Spring 2012 publishing program. We've been very busy these past few months creating a great range of new titles and updating some of our best-selling books for second editions. Highlights this season include the publication of our first title in a brand new discipline devoted to publishing, *Publishing Today* (see page 013) as well as the launch of a new series, Basics Textile Design (see page 014).

The huge global success of *Basics Fashion Design 01: Research and Design* has led us to produce a revised and updated second edition with a wealth of new content, including a range of interviews with international designers (see page 016). The next book in this successful series will be *Fashion Jewelry* (see page 011). We are also looking forward to the publication of the next books in our Basics Creative Photography and Basics Graphic Design series, both of which focus on getting students and emerging practitioners to develop the best possible research techniques, as skills in this area will stand them in good stead not only for the duration of their degree, but also throughout their careers (see pages 010 and 012).

Second editions each of *The Fundamentals of Architecture* (see page 015) and *The Fundamentals of Illustration* (see page 018) have been created due to popular demand, as has the first book in our Basics Design series, *Format*, currently used by lecturers and students all over the world (see page 017). In crafting second editions of these titles, we have listened to our academic and professional audiences and believe that all readers will find the new books are even better in terms of content, design and up-to-date visuals and case studies.

AVA Academia continues to develop key digital publishing solutions to meet the changing demands of our audience. All our titles are available for digital inspection so you can view a faithfully rendered ePDF of your selected title within 48 hours of request. In addition we now offer eBooks to both institutional and individual users so it's even easier to access your favorite AVA title, either in print, on your desktop or on your handheld device of choice! Look out for further digital program developments in the form of instructor resources and customized content at www.avabooks.com.

Should you require any further information about these books, if you'd like to order review copies or see the range of student and instructor resources that accompany our print titles, please do register your interest at www.avabooks.com.

Thank you for your continued support of AVA Academia. It's with your help that we're again able to retain our position as the leading publisher of design education titles around the world.

Advertising

Introductory

The Fundamentals of Creative Advertising (second edition)

029

Intermediate

Basics Advertising 01: Copywriting

019

Basics Advertising 02: Art Direction

019

Basics Advertising 03: Ideation

019

Required Reading Range

Kiss and Sell: Writing for advertising

031

Annual

Epica 24: Europe's Best Advertising

028

Animation

Introductory

The Fundamentals of Animation

028

Intermediate

Basics Animation 01: Scriptwriting

019

Basics Animation 02: Digital Animation

019

Basics Animation 03: Drawing for Animation

019

Basics Animation 04: Stop-motion

019

Required Reading Range

Animated Performance: Bringing imaginary animal, human and fantasy characters to life

019

Re-imagining Animation: The changing face of the moving image

033

Architecture

Foundation

The Visual Dictionary of Architecture

033

Introductory

New! The Fundamentals of Architecture (second edition)

015 and 028

Intermediate

Basics Architecture 01: Representational Techniques

020

Basics Architecture 02: Construction + Materiality

020

Basics Architecture 03: Architectural Design

020

Titles by discipline

Branding

Creative Photography

Design Management

Introductory

The Fundamentals of Branding

029

Introductory

The Fundamentals of Creative Photography

029

Introductory

The Fundamentals of Design Management

029

Required Reading Range

More Than a Name: An introduction to branding

032

Intermediate

Basics Creative Photography 01: Design Principles

020

Basics Creative Photography 02: Context and Narrative

020

New!

Basics Creative Photography 03: Behind the Image

010 and 020

Required Reading Range

Brand-driven Innovation: Strategies for development and design

027

Creative Research: The theory and practice of research for the creative industries

027

Design for Sustainable Change: How design and designers can drive the sustainability agenda

028

Design Management: Managing design strategy, process and implementation

028

Vision and Values in Design Management

033

Digital Media

Introductory

The Fundamentals of Digital Art

029

The Fundamentals of Sonic Art & Sound Design

031

Fashion Design

Foundation

The Visual Dictionary of Fashion Design

034

Introductory

The Fundamentals of Fashion Design

029

Intermediate

New!

Basics Fashion Design 01: Research and Design (second edition)

016 and 021

Basics Fashion Design 02: Textiles and Fashion

022

Basics Fashion Design 03: Construction

022

Basics Fashion Design 04: Developing a Collection

022

Basics Fashion Design 05: Fashion Drawing

022

Basics Fashion Design 06: Knitwear

022

Basics Fashion Design 07: Menswear

022

Basics Fashion Design 08: Styling

022

New!

Basics Fashion Design 09: Fashion Jewelry

011 and 022

Required Reading Range

Fashion Design: The complete guide

028

Fashion Management

Introductory

The Fundamentals of Fashion Management

029

Intermediate

Basics Fashion Management 01: Concept to Customer

023

Basics Fashion Management 01: Fashion Merchandising

023

Titles by discipline

Film-Making

Introductory

The Fundamentals of Film-Making

030

Intermediate

Basics Film-Making 01: Producing

023

Basics Film-Making 02: Screenwriting

023

Basics Film-Making 03: Directing Fiction

023

Basics Film-Making 04: The Language of Film

023

Graphic Design

Foundation

The Visual Dictionary of Graphic Design

034

The Visual Dictionary of Pre-Press & Production

034

Introductory

The Fundamentals of Creative Design (second edition)

029

The Fundamentals of Graphic Design

030

Intermediate

New!

Basics Design 01: Format (second edition)

017 and 020

Basics Design 02: Layout (second edition)

020

Basics Design 03: Typography

021

Basics Design 04: Image

021

Basics Design 05: Colour

021

Basics Design 06: Print & Finish

021

Basics Design 07: Grids

021

Basics Design 08: Design Thinking

021

Basics Graphic Design 01: Approach and Language

023

New!

Basics Graphic Design 02: Design Solutions

012 and 023

Illustration

Required Reading Range

Drip-dry Shirts:
The evolution of the
graphic designer

028

Good:
An introduction to ethics
in graphic design

031

The Layout Book

031

Left to Right:
The cultural shift from
words to pictures

031

Packaging the Brand:
The relationship between
packaging design and
brand identity

032

The Production Manual:
A graphic design handbook

032

Verbalising the Visual:
Translating art and design
into words

033

Visible Signs:
An introduction to semiotics
in the visual arts
(second edition)

033

Visual Communication:
From theory to practice

033

Visual Research:
An introduction to
research methodologies
in graphic design
(second edition)

034

Foundation

**The Visual Dictionary of
Illustration**

034

Introductory

New!
**The Fundamentals of
Illustration
(second edition)**

018 and 030

Intermediate

**Basics Illustration 01:
Thinking Visually**

024

**Basics Illustration 02:
Sequential Images**

024

**Basics Illustration 03:
Text and Image**

024

**Basics Illustration 04:
Global Contexts**

024

Required Reading Range

**Illustration: A theoretical
and contextual perspective**

031

Interior Architecture

Foundation

**The Visual Dictionary
of Interior Architecture
and Design**

034

Introductory

**The Fundamentals of
Interior Architecture**

030

Intermediate

**Basics Interior
Architecture 01:
Form + Structure**

024

**Basics Interior
Architecture 02:
Context + Environment**

024

**Basics Interior
Architecture 03:
Drawing out the Interior**

024

**Basics Interior
Architecture 04:
Elements/Objects**

024

**Basics Interior
Architecture 05:
Texture + Materials**

025

Interior Design

Introductory

**The Fundamentals of
Interior Design**

030

Intermediate

**Basics Interior Design 01:
Retail Design**

025

**Basics Interior Design 02:
Exhibition Design**

025

Titles by discipline

Landscape Architecture

Marketing

Photography

Introductory

**The Fundamentals of
Landscape Architecture**
030

Introductory

**The Fundamentals of
Marketing**
030

Foundation

**The Visual Dictionary of
Photography**
034

Intermediate

**Basics Landscape
Architecture 01:
Urban Design**
025

**Basics Landscape
Architecture 02:
Ecological Design**
025

Intermediate

**Basics Marketing 01:
Consumer Behaviour**
025

**Basics Marketing 02:
Online Marketing**
025

**Basics Marketing 03:
Marketing Management**
025

Intermediate

**Basics Photography 01:
Composition**
026

**Basics Photography 02:
Lighting**
026

**Basics Photography 03:
Capturing Colour**
026

**Basics Photography 04:
Post-Production Black
& White**
026

**Basics Photography 05:
Post-Production Colour**
026

**Basics Photography 06:
Working in Black & White**
026

**Basics Photography 07:
Exposure**
026

Required Reading Range

**Creative Vision:
Digital and traditional
methods for inspiring
innovative photography**
027

**Train Your Gaze:
A practical and
theoretical introduction
to portrait photography**
033

Product Design

Introductory

The Fundamentals of Product Design

031

Intermediate

Basics Product Design 01: Idea Searching

026

Basics Product Design 02: Material Thoughts

027

Basics Product Design 03: Visual Conversations

027

Required Reading Range

Thinking: Objects: Contemporary approaches to product design

033

Publishing

Creative Careers

New! Publishing Today

013 and 032

Textile Design

Introductory

The Fundamentals of Printed Textile Design

030

Intermediate

New! Basics Textile Design 01: Sourcing Ideas

014 and 027

Typography

Foundation

The Visual Dictionary of Typography

034

Introductory

The Fundamentals of Typography (second edition)

031

Intermediate

Basics Typography 01: Virtual Typography

027

Basics Typography 02: Using Type

027



Natasha Caruana is a practising artist, lecturer of photography and founding director of the London-based studio STRIKE artists' studios. She is currently a lecturer of Photography at the University for the Creative Arts, UK.

Anna Fox has worked in photography for thirty years. Her solo shows have been seen at The Photographer's Gallery, London, The Museum of Contemporary Photography, Chicago, and her work included in numerous international group shows.

The third book in our Basics Creative Photography series, Behind the Image: Research in photography demonstrates how to use the best possible research techniques in order to create great images. It presents many different methods and invites learners to consider innovative approaches to the way they work.

AVA has a strong tradition of producing titles that teach students the importance of research in their chosen creative field. This book will achieve the same success in the area of photography. It features a wide range of photographic contributions from students, amateurs and professionals, specifically edited to help students reflect on their own work in order to produce better images in the future.

ISBN 978 2 940411 66 5
eISBN 978 2 940447 31 2
£23.50/\$34.50
184 pages
February 2012



Key features

The Basics Creative Photography series focuses both on image capture and artistic appreciation, narrative and form.

Designed to help students and professionals create better pictures, for portfolio or for profit.

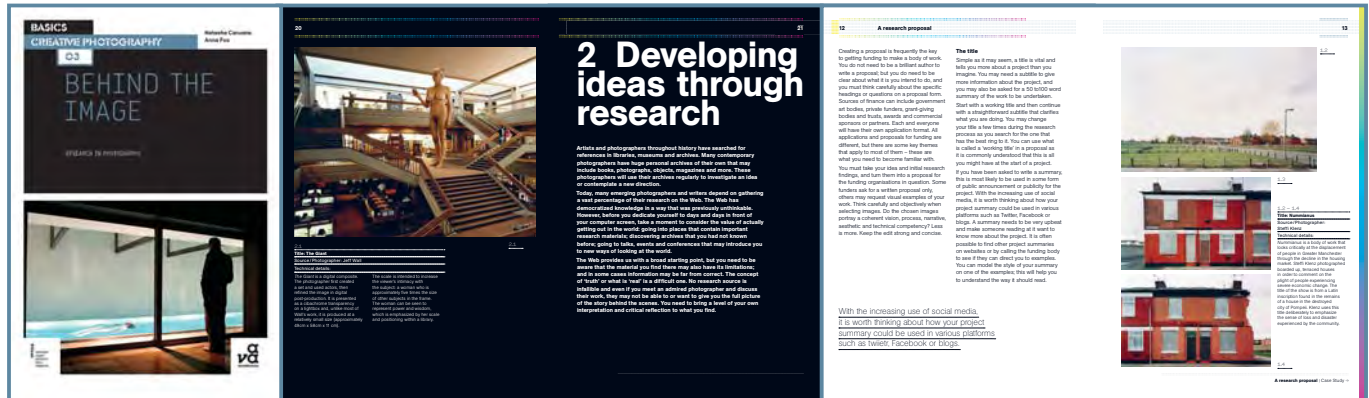
In 2010, Caruana was named as 'the one to watch' in the Royal Photographic Society Journal and featured in the British Journal of Photography.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



! Wonderful publications – well designed and thus easier to extract the needed information.
Michelle Given / Murray State University / USA

Basics Fashion Design 09: Fashion Jewelry

Anne Chaisty

Anne Chaisty has produced fashion jewelry collections for the likes of Harvey Nichols (London), Nieman Marcus (New York) and Fiorucci (Milan). Her 'Rock' collection has been featured on the cover of English *Vogue*. She is now course leader for BA (Hons) Fashion Studies at the Arts University College at Bournemouth, UK.

ISBN 978 2 940411 54 2
 eISBN 978 2 940447 21 3
£23.50/\$34.50
184 pages
April 2012



Basics Fashion Design 09: Fashion Jewelry is an accessible introduction to a dynamic subject. Fashion jewelry is now an integral part of the fashion industry at all levels, and this title explores a growing market for both designers and consumers.

The book takes readers through producing a collection, developing a brief, producing a prototype, international markets, ethics and sustainability and the future of the industry. It also traces the evolution of body adornment from Ancient Egypt to the present day. Each chapter is underpinned with interviews, exercises and case studies to give students a practical and inspirational introduction to the fascinating world of fashion jewelry.

Key features

Explores the design process from concept to final product.

Chapters are highly visual and underpinned with company profiles and interviews with leading designers.

Provides detailed further resources, case studies and exercises to provide fashion students with everything they need to start creating their own beautiful fashion jewelry.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



NEW!

! An excellent series of books that works well for all levels of students.

Maria Stafford / Nottingham Trent University / UK

Gavin Ambrose is a practising graphic designer whose client base includes the arts sector, galleries, publishers and advertising agencies. He has written and designed several books on graphic design, branding and packaging.

Neil Leonard is a designer and educator. He is a graduate of the London College of Communication and is currently lecturing on the BA in Visual Communication at the Arts University College at Bournemouth, UK.

ISBN 978 2 940411 74 0
eISBN 978 2 940447 38 1
£23.50/\$34.50
184 pages
March 2012

ISBN-13: 978-2-940411-74-0



The second book in our Basics Graphic Design series, *Design Solutions: Research in practice* teaches how to research effectively and is designed to be a handy guide for any student of design. It will make readers aware of all the different research methods available to them, as well as guide them on how to carry out the most appropriate research for their graphic design projects.

Students and designers can benefit by learning fresh ways to analyze information obtained by data gathering, and how best to test and prove decisions and design work. Their resulting well-rounded solutions will be informed, innovative and aesthetically fitting for the brief.

Key features

A new and exciting approach to a traditionally academic area of study.

Packed with contemporary examples, case studies and interviews with cutting-edge graphic designers.

Includes inspiring student exercises to put creativity to the test!

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



! *Basics Graphic Design 01: Approach and Language*, like all the AVA publications I have seen thus far, is extremely well organized and filled with helpful content.
Sandra Keiser / Mount Mary College / USA

Publishing Today
Kelvin Smith

Kelvin Smith has extensive experience developing innovative postgraduate publishing programs in higher education institutions in the UK, Africa and Europe. He provides consultancy on publishing education, including course and materials development, advice on funding applications, and related monitoring and evaluation activities.

ISBN 978 2 940411 62 7
eISBN 978 2 940447 37 4
£27.50/\$42.50
208 pages
June 2012



Publishing Today explores the entire process from writer to reader, passing through the key activities performed in the editorial, design, production and marketing departments.

Beautifully designed, thoroughly illustrated and packed with examples of publishing practice, this is an essential introduction to a dynamic industry. By clearly laying out the tasks and responsibilities of each person involved in the publishing process, Kelvin Smith provides students and entry-level professionals with a practical and accessible guide to the world of professional publishing.

Key features

At an exciting time to begin a career in publishing, AVA has created a comprehensive guide to contemporary practice.

Case studies offer insights into the publishing industry, including academic and children's publishing, online journals and trade magazines.

Charts and illustrations provide up-to-date information on various aspects of the industry in an international context.

Readership

Creative Careers

AVA Academia's Creative Careers titles are designed to help emerging practitioners bridge the gap between academia and their first job in the creative industries. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject.

This title is a comprehensive handbook to publishing. Armed with a sound knowledge of these fundamentals, readers are well prepared to explore their own pathway into this exciting profession.



! We are most impressed with the approach AVA has taken with respect to developing textbooks for the visual learner.

Glenn Ruhl / Mount Royal University / USA



Textile Design

ISBN and full title specifications listed on page 027

Josephine Steed is a research fellow in Textile Design at DJCAD. After working for the College of Art and Design at the University of Dundee, UK. She has wide experience in constructed textiles, and has produced knitwear collections for many international clients.

Frances Stevenson is the program leader for Textile Design at DJCAD. After working for the Crafts Council she set up her own studio, 'Stevenson', with whom she exhibited work internationally.

ISBN 978 2 940411 63 4
eISBN 978 2 940447 33 6
£23.50/\$34.50
184 pages
February 2012

ISBN-13: 978-2-940411-63-4



The first in our Basics Textile Design series, *Sourcing Ideas: Investigating textures, colors, structures, surfaces and patterns* will help textile designers to achieve the most from their designs. It introduces the core concepts and techniques of effective research in a clear and straightforward style.

Research informs the decisions made throughout the design process. This title, specific to textile design, will ensure that you start off on the right foot. The book covers print, weave and embellishment, and will therefore be useful to all students of textile design. It also contains checklists to help students adhere to best working practice, and exercises designed to encourage creativity as well as attention to the brief.

Key features

A unique publication and an essential guide to researching and generating ideas for textile design.

Contains interviews with exciting new designers along with practical exercises and checklists.

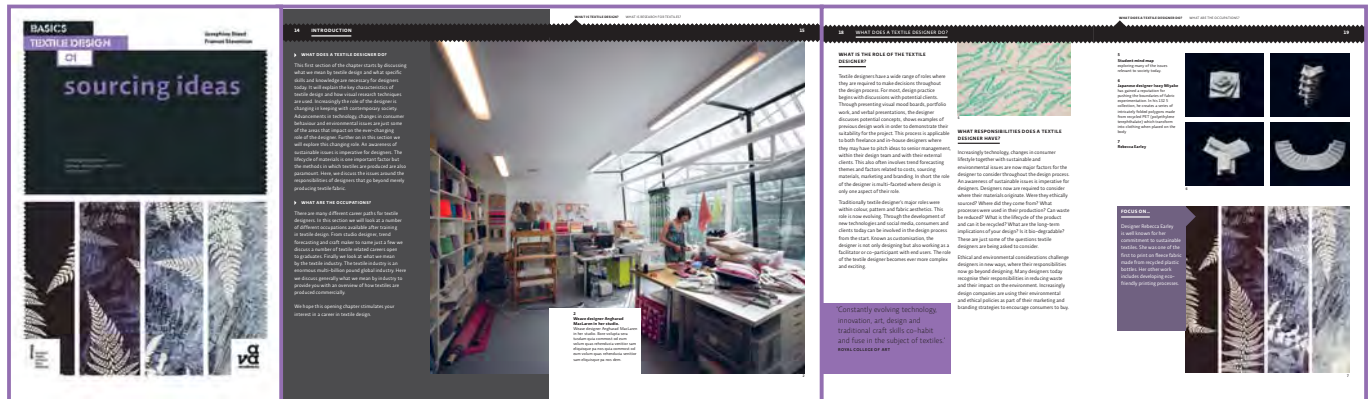
A strong theoretical framework, supported by many colorful visuals, will enable students to research widely and thoroughly.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



! I love all of your books. The photos are great. The style is up to date...
Very appealing to young students.

Della Reams / Virginia Commonwealth University / Qatar



Architecture

ISBN and full title specifications listed on page 028

2nd
edition

The Fundamentals of Architecture Lorraine Farrelly

Lorraine Farrelly is an architect and professor of Architecture and Design at the Portsmouth School of Architecture, UK. She teaches design studio at undergraduate and postgraduate level, as well as courses in representation and drawing. She has taught at universities around the world, and written several books about contemporary architecture and interior design.

ISBN 978 2 940411 75 7
eISBN 978 2 940447 35 0
£26.50/\$38.50
192 pages
May 2012



The Fundamentals of Architecture, second edition, unravels the complexity of architecture to make it accessible to anyone who has an interest in understanding the key areas of architectural thinking, design and implementation.

The second edition provides an overview of the vital concepts and processes that inform architecture. It also explores how understanding site and context is necessary to develop a full appreciation of any building. An engaging format helps students to navigate the rich history of the discipline, and case studies examine the impact of the physical environment and the historical ideas that have influenced modern architectural practice.

Key features

Original and updated content, including all new case studies, interviews and exercises, chosen to be useful to both students and lecturers.

Includes inspiring new visuals that illustrate the themes and projects discussed.

Second edition fully updated to reflect the latest changes in the industry.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with a broad overview of the discipline, before examining specific processes in greater detail.



NEW!

! You have pitched these books just right: clear layout; accessible language; good photography; contemporary precedents students will relate to and the communication of the design process from inception to completion.

Russell Gagg / Arts University College Bournemouth / UK



Fashion Design

2nd
edition

ISBN and full title specifications listed on page 021

Basics Fashion Design 01: Research and Design Simon Seivewright

Simon Seivewright is an academic, teacher and freelance designer. He has worked with leading fashion houses and designers including Vivienne Westwood and Christian Lacroix. He has taught at the London College of Fashion and is currently a course leader at Northbrook College, UK, teaching Fashion Clothing and Textiles.

ISBN 978 2 940411 70 2
eISBN 978 2 940447 30 5
£23.50/\$34.50
192 pages
January 2012



The ability to generate inspired ideas is vital in all creative industries, fashion being no exception. *Basics Fashion Design 01: Research and Design*, second edition, investigates fashion design research and how to use it to develop inspired designs and concepts.

A second edition of one of AVA's best-selling titles, this book is revised and updated with a new design scheme and many new visuals from the catwalk, the studio and designers' portfolios. It includes new case studies and eleven interviews with key personnel, plus reflective exercises designed to instruct readers on how to excel in carrying out professional fashion research and design.

Key features

A comprehensive introduction to the creative process of researching for fashion design.

The first edition has been adopted by leading educational institutions around the world and has consistently remained on reading lists since its first publication.

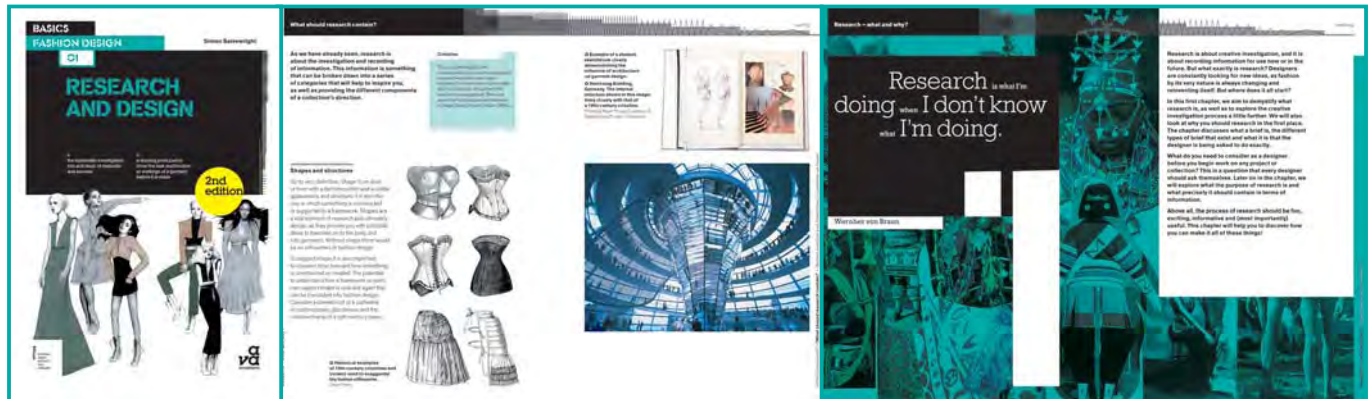
Updated with visuals from contemporary fashion designers and accompanied by new case studies and interviews.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



NEW!

! We are eagerly awaiting the new edition of *Research and Design*. We insist all new students must have purchased/read this book before starting the course every September.

Louise Pickles / Bath Spa University / UK

Basics Design 01: Format
Gavin Ambrose and Paul Harris

Gavin Ambrose is a practising graphic designer whose client base includes the arts sector, galleries, publishers and advertising agencies. He has written and designed several books on graphic design, branding and packaging.

Paul Harris a freelance writer and editor. His work has appeared extensively in magazines and journals on both sides of the Atlantic, including style bible *Dazed & Confused*.

ISBN 978 2 940411 79 5
 eISBN 978 2 940447 32 9
£23.50/\$34.50
192 pages
April 2012



Basics Design 01: Format, second edition, is an indispensable guide to exploring how a design's printed or digital information is received. One of the fundamental topics within graphic design, format represents the physical point of contact with the user. The book examines established format standards and demonstrates how a creative approach to format selection and presentation space can produce dramatic results in both print and digital media.

The first edition launched AVA's successful Basics Design series and this title has been completely revised and restructured. New material from the authors includes a new chapter, focusing on on-screen, online and moving image.

Key features

Gavin Ambrose and Paul Harris have produced some of AVA's most popular titles.

The Basics Design series is used worldwide by students, lecturers and designers.

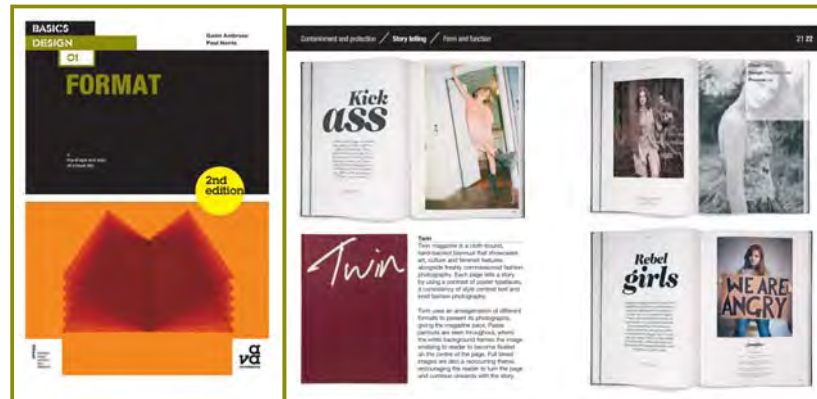
New case studies and student exercises at the end of each chapter help readers apply knowledge to their own graphic design work.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool and can be called upon at any stage of a student's education.



NEW!

! A genuinely informative and inspiring guide to a fundamental aspect of graphic design... essential reading for design students and an excellent source book for established designers too.
Creative Review, 2005



2nd edition

The Fundamentals of Illustration Lawrence Zeegen

Lawrence Zeegen is an illustrator, educator and writer. His clients include major international magazines, publishers, design companies and advertising agencies. He is currently head of school for the School of Communication Design at Kingston University, UK, where he leads courses in animation, film-making, graphic design, illustration and screen design.

ISBN 978 2 940411 48 1
eISBN 978 2 940447 20 6
£26.50/\$38.50
208 pages
February 2012



The Fundamentals of Illustration, second edition, is a practical and comprehensive guide to studying and working in illustration. Containing an eclectic and inspiring selection of new images, it examines the use of illustration in different contexts, including book publishing, advertising and the music industry. It also includes a wide variety of useful tips, from production processes to avenues for self-promotion.

The best-selling first edition has proved popular with both students and staff and has been fully updated and redesigned. Additional case studies and student exercises have been chosen to ensure this book continues to be a favorite for students, lecturers and working illustrators.

Key features

A complete overview of the study of illustration, including new case studies and student exercises.

Redesigned and updated with visuals by contemporary and international illustrators.

The first edition has been adopted by leading educational institutions around the world.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with a broad overview of the discipline, before examining specific processes in greater detail.



! A practical guide with everything that the budding artist needs to know to launch their glittering career... lovely examples of work to feast your eyes on, and interesting interviews with superstar illustrators and designers.

Griffik / 2005

A-B



Animated Performance
 ISBN 978 2 940373 81 9
 eISBN 978 2 940439 68 3
£35.00/\$49.95
 232 pages
 200 color images
 300 x 220mm/8.5 x 12 inches
 September 2010



**Basics Advertising 01:
 Copywriting**
 ISBN 978 2 940373 68 0
 eISBN 978 2 940439 53 9
£17.95/\$29.95
 176 pages
 175 color images
 230 x 160mm/6 x 9 inches
 May 2008



**Basics Advertising 02:
 Art Direction**
 ISBN 978 2 940411 21 4
 eISBN 978 2 940439 44 7
£19.95/\$32.95
 184 pages
 200 color images
 230 x 160mm/6 x 9 inches
 June 2010



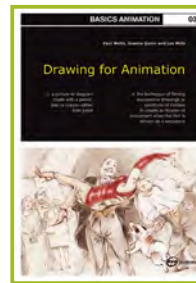
**Basics Advertising 03:
 Ideation**
 ISBN 978 2 940411 50 4
 eISBN 978 2 940447 19 0
£23.50/\$34.50
 184 pages
 200 color images
 230 x 160mm/6 x 9 inches
 August 2011



**Basics Animation 01:
 Scriptwriting**
 ISBN 978 2 940373 16 1
 eISBN 978 2 940439 82 9
£17.95/\$29.95
 184 pages
 200 color images
 230 x 160mm/6 x 9 inches
 August 2007



**Basics Animation 02:
 Digital Animation**
 ISBN 978 2 940373 56 7
 eISBN 978 2 940439 54 6
£17.95/\$29.95
 176 pages
 200 color images
 230 x 160mm/6 x 9 inches
 June 2008



**Basics Animation 03:
 Drawing for Animation**
 ISBN 978 2 940373 70 3
 eISBN 978 2 940439 55 3
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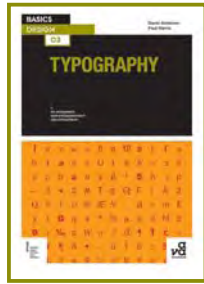


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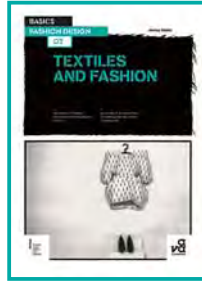
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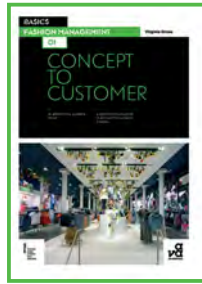


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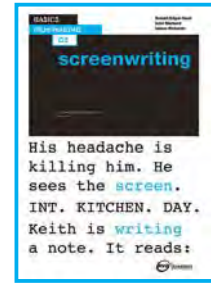
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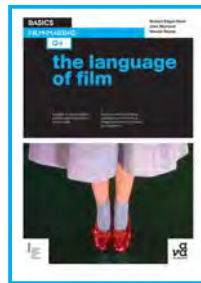
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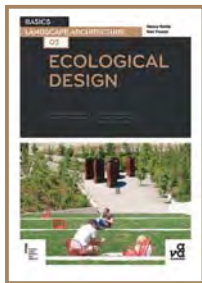
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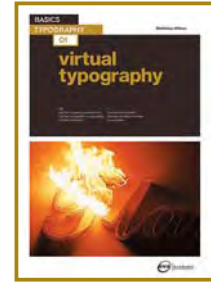
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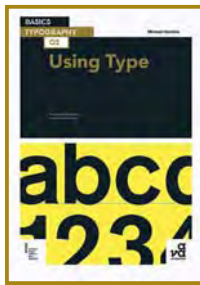
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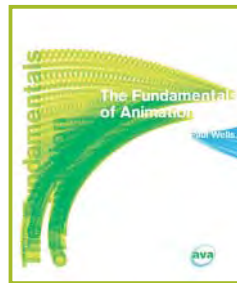
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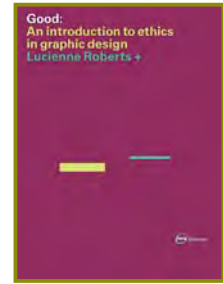
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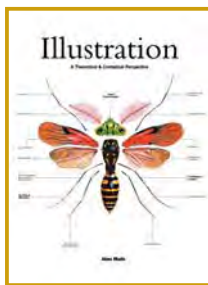


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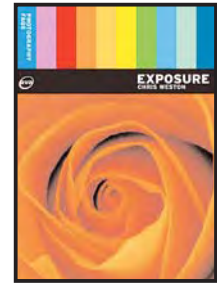
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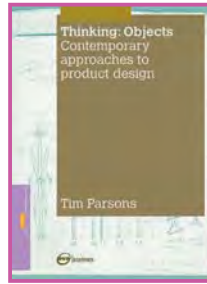


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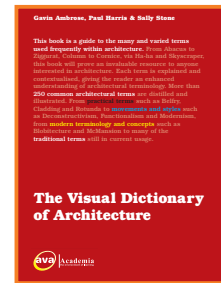
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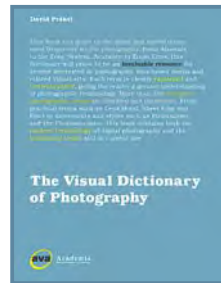
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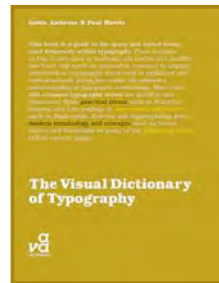
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