

COURSE CODE: ***MMC590M***
COURSE TITLE: **Advertising Production**
DEPARTMENT: **Marketing and Advertising**

REFERENCES

- ENCES: Heskett, J. (2015). Design, A Very Short Introduction.
- Lynda.com. (2015, Feb 25) Before there was Photoshop | graphic design tools | Photoshop 25th anniversary [Video File] Retrieved from <https://www.youtube.com/watch?v=O-XrRQf7BPM>
- Samara, T. (2017). Graphic Designer's Essential Reference.
- Lidwell, W., Holden, K., & Butler, J. (2014). Universal Principles of Design.
- Huswit, G. (Director). (2007). Helvetica [Motion picture]. Anatomy of a typeface.
- Hart, C. (2015, November). Type Terminology. Dynamic Graphics.
- Landa, R. (2016). Graphic Design Solutions.
- Samara, T. (2006). Making and Breaking the Grid.