

Reading list for Design, Application and Communication, TNGD43, 2025

Regularly literature

Books

Alina Wheeler, (2018) *Designing Brand Identity, an essential guide for the whole branding team, fifth edition* Wiley

Sundström, Malin (ekonom), (2024) *Strategisk marknadsföring : navigera med framgång*. Upplaga 1 Lund : Studentlitteratur, [2024]
ISBN: 9789144179346

Other

To be decided

Additional literature

Books

Christer Hellmark, (2006) *Typografisk handbok* 5:e upplagan Ordfront & Ytterlids

Lupton, Ellen, Phillips, Jennifer C., (2015) *Graphic design : the new basics*. Second edition, revised and expanded. New York, New York ; Baltimore, [Maryland] : Princeton Architectural Press : Maryland Institute College of Art, 2015.
ISBN: 9781616894559