

School of Communication Arts

SENECA COLLEGE OF APPLIED ARTS AND TECHNOLOGY

**Collection Development
Profile and Policy**

School of Communication Arts

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School of Communication Arts

Table of Contents

| | |
|--|-----------|
| INTRODUCTION | 3 |
| 1. SENECA COLLEGE LIBRARY ROLE STATEMENT | 3 |
| 2. RESPONSIBILITY FOR COLLECTION DEVELOPMENT | 3 |
| 3. COLLECTION DEVELOPMENT PURPOSE AND SCOPE | 4 |
| 3.1 PURPOSE | 4 |
| 3.2 CLIENT SCOPE | 4 |
| 3.3 COLLECTIONS SCOPE | 4 |
| 3.4 TIME FRAME | 4 |
| 3.5 CRITERIA FOR PURCHASE OF MATERIALS | 5 |
| 4. PROGRAM DESCRIPTIONS | 5 |
| 4.1 AREAS OF STUDY IN SCA PROGRAMS | 6 |
| 4.1 A TOPICS SHARED ACROSS PROGRAMS | 6 |
| 4.1.B TOPICS PER PROGRAM | 8 |
| 4.1.C TOPICS TO SUPPORT GENERAL EDUCATION | 12 |
| 5. STANDARDS | 13 |
| 6. BENCHMARKS | 13 |
| 7. POLICIES | 14 |
| 8. DESELECTION (WEEDING) POLICY | 16 |
| 9. CONCLUSION | 16 |
| CHART 1 - SCA BOOK COLLECTION - 5 YEAR WEEDING AND REPLACEMENT PLAN, 1999-2003 | 17 |
| CHART 2 - SCA COLLECTIONS 5-YEAR BUDGET PLAN | 18 |
| <i>Appendix 1: Publishers</i> | 19 |
| <i>Appendix 2: Periodicals</i> | 22 |
| <i>Appendix 3: Books Ordered</i> | 23 |
| <i>Appendix 4: Identified Classics (Authors, Titles, Subjects)</i> | 30 |

School of Communication Arts

INTRODUCTION

The purpose of this document, the Collection Development Profile and Policy, is to facilitate the orderly development and maintenance of materials for the 6 programs of the School of Communication Arts, which will be housed at the Seneca@York campus, beginning in May 1999. This written policy statement can assist those responsible for selection in the collection building process, and the profile can provide a statistical and budget framework for the maintenance of the collection.

1. SENECA COLLEGE LIBRARY ROLE STATEMENT

Within the context of the College Mission, as recorded in the Strategic Plan document, the Library Resource Centres support, enhance, and contribute to the learning and teaching process by:

1. providing the College community with learning and information resources in support of specific curricula and other identified student learning needs and faculty teaching needs;
2. providing personnel, facilities, services, and equipment necessary for the effective utilization of the learning and information resources;
3. providing library instruction enabling students to acquire research and communication skills applicable to their course of study, future career goals, and lifelong learning.

2. RESPONSIBILITY FOR COLLECTION DEVELOPMENT

The development and maintenance of the collection for the School of Communication Arts is the responsibility of the Collections Development Librarian with the assistance of selection, technical services, and circulation staff of the Library Resource Centres. In addition, faculty liaison plays a vital role in the collection and maintenance processes. Faculty members can uniquely assess curriculum needs, evaluate specialized information and determine the validity of materials for weeding. The Collections Development Librarian's main role is to coordinate all the above-mentioned people and functions.

School of Communication Arts

3. COLLECTION DEVELOPMENT PURPOSE AND SCOPE

3.1 PURPOSE

The purpose is to collect, maintain, and make accessible materials in appropriate fields to support the following programs in the School of Communication Arts, within the Faculty of Technology:

- Audio, Visual and Multi-Media Production Techniques (AVP)
- Broadcasting - Radio and Television (RTV)
- Computer Graphics - Technical (CGT)
- Creative Advertising (CAB)
- Design Arts (DEA), possibly renamed Graphic Design (GRA)
- Digital Media: Animation and Multimedia (DMA), formerly Illustration - Technical (ILT)

Materials in support of the General Education subjects included in these programs will also be included.

3.2 CLIENT SCOPE

The collection serves primarily the students in these 6 programs who need subject-related works, materials for assignments and projects, as well as the faculty who need material for subject preparation, teaching, and research. The collection will also be used by administrative staff and by alumni.

3.3 COLLECTIONS SCOPE

The Collection is made up of a variety of types of material: books, periodicals, images, associated electronic data (CD-ROMs, access to Internet and on-line services, etc.), plus audio-visual materials, including slides, audio tracks and tapes, and videotapes. While many of the subjects in these programs are textbook-based, current non-book resources are essential to supplement and enhance the academic needs of the clientele.

3.4 TIME FRAME

The mandate of Seneca's Library Resource Centres is to collect current material. The five-year plan is to build the collection with current material and include older "classics" which are retained regardless of age. Weeding of the collection in subsequent years will be accomplished by faculty reviews of the current holdings.

School of Communication Arts

3.5 CRITERIA FOR PURCHASE OF MATERIALS

Curriculum related materials assume priority. In particular, prescribed texts and materials listed in subject outlines as "recommended reading" must be available. In addition, the Collection should include "classic" materials that have been identified by faculty as continuing resources to the industries supported by these programs, whether current or obsolescent. The classics list must be reviewed annually by the coordinators or their designated faculty for each program. Required readings and texts that are no longer considered current, will be discussed with faculty to insure that they are truly still relevant and cannot be replaced with newer material.

Updating of materials to reflect new editions, or new versions of software, is essential to the integrity of the Collection, as is weeding of truly obsolete materials.

Criteria for new purchases and replacements include:

- relevance to current program curricula as defined in subject outlines
- recognized authority of authors and publishers, as noted in Appendix 1
- format of material (print vs. electronic or A/V media) and competitive costs

It should be noted that many of the print and other media materials will be used by students and faculty in more than one of the six programs, especially computer and software-related materials.

The American Library Association also recommends that a minimum of \$14.69 U.S. be spent per student; excellent would be \$34.47 (American Library Association "Standards for College Libraries". *College and Research Libraries News* 55.9 October 1994: 572-585). If we spend \$20,000 on SCA students, or \$20,000 CDN per student, this will meet the minimum standard.

4. PROGRAM DESCRIPTIONS

The School of Communication Arts includes six programs in support of various industries promoting communications, especially multimedia communications.

Audio, Visual and Multi-Media Production Techniques (AVP)

- training in the pre-production, production, and post-production techniques associated with creating and distributing audio, video, and multimedia materials, with emphasis on the use of available equipment and software for these purposes.

Broadcasting - Radio and Television (RTV)

- training in the creation, planning, production, editing, and distribution of broadcast materials

Computer Graphics - Technical (CGT)

- broad-based training to provide basic understanding of computer hardware and software tools, both currently available and predicted, for presenting materials textually, visually, audibly, animated, and interactively. As well as proficiency in the use of these tools, graduates should be able to guide selection of tools, their incorporation into a system, and provide support for their users.

School of Communication Arts

Creative Advertising (CAB)

- training in the theory and practices of the advertising industry in the planning, design, development, and production of marketing and advertising communications, both print and broadcast.

Design Arts (DEA), possibly renamed Graphic Design (GRA)

- training in the creative aspects of designing visual materials for print and on-line communications, and utilizing computer-based tools to achieve production of these materials.

Digital Media: Animation and Multimedia (DMA), formerly Illustration - Technical (ILT)

- training in the utilization of currently available computer hardware and software tools for the production of visual (print and on-line) communications, especially animated and multimedia presentations.

In each of these six programs, there are also General Education subjects (in English and Communications and Liberal Arts) plus some emphasis on some business-oriented topics such as project control, sales and marketing, and entrepreneurship.

4.1 AREAS OF STUDY IN SCA PROGRAMS

There are a great many topics studied in several different SCA programs, usually with only slight differences in perspective. There are also a great number of computer-related topics common to all six programs. It is essential that the Collections Librarian work closely with staff and faculty to avoid unnecessary duplication.

The following three topic lists are organized as follows:

- A alphabetical major topics shared by several programs
- B program-specific topic lists
- C topics to support General Education programs

4.1.A TOPICS SHARED ACROSS PROGRAMS

Aesthetics

Generic criteria: Balance, Contrast, Focus, Harmony, Integrity

Suitability criteria: fidelity to medium, application, audience/user, era, associates

Audio

Equipment: recording, editing, amplifying, reproduction

PreProduction, Production, PostProduction: planning, costing, scheduling

Edit technique; Music history

School of Communication Arts

4.1.1.A Continued**Computer Hardware**

Architecture- mainframe, mini, micro, embedded; configuration; parallel processors; channels, ports,
CPU - manufacturers: Intel, Macintosh, clones, Sun, SGI...; BIOS, co-processors, accelerators
Memory, internal and auxiliary; media: magnetic disks, tapes, semiconductor, optical, CD-ROM
Peripherals: keyboards, monitors, mice, tablets, plotters, printers, scanners, modems
Networks: suppliers, media, protocols; Internet; intranets, extranets; e-business

Computer Software

Operating Systems: MS-DOS, Ms Windows (3.1, 95, NT, 98), Macintosh (System 7, 8), Unix (Linux)
Business/Productivity: Word Processors (Microsoft Word, WordPerfect), Spreadsheets (Ms Excel, Lotus 123), Databases (Ms Access), Editors
Desktop Publishing: PageMaker, Quark Xpress
Internet: Browsers (Netscape and Microsoft Explorer), Macromedia Flash
Draw: CorelDraw, Illustrator, AutoCAD
Paint: PhotoShop, PhotoPaint,
Animation: Animator, 3D Studio Max
Authoring: Macromedia Director 6
Programming: C, C++, Visual Basic, Visual C++, Prolog, Oracle, Java
Audio/Video Editing: Adobe Premiere, Cool Edit

Video

Equipment: cameras, editing, reproduction
Edit technique: analog and digital
PreProduction, Production, PostProduction planning, costing, scheduling
Personnel

Visual Design

Colour
Document Layout
Screen Layout
Typography
Perspective
Lighting (Light and Shadow)
Drawing
Painting
Sculpture
Art History
Photography
Aesthetics

School of Communication Arts

4.1.B TOPICS PER PROGRAM

AVP: AUDIO, VISUAL AND MULTIMEDIA PRODUCTION TECHNICIAN

- Animation: types, tools, techniques
- Audio equipment: microphones, recorders, amplifiers, speakers, media, mixers
- Audio production: acoustics, personnel, studios,
- Audio editing: analog/digital, equipment, edit studios, techniques
- Cameras: types, films, lenses, filters, controls: shutter, F-stop, aperture, depth of field
- Clips (sound, video, animation, visuals)
- Computer-based Multimedia Production
- Consumers: demographics, profiles, associations, rights, laws
- Copyright
- Digital Audio
- Digital Photography
- Digital Video
- Film
- Flipcharts
- Graphics: values, tools, layout
- Images: creation, editing, scanning, manipulating
- Legal issues in AV Production
- Multimedia production, editing; computer conversion, editing, distribution, media
- Music: library, selection, background
- Overhead projectors
- Photo CD
- Photography
- Post-Production
- Presentations
- Production Planning/Control: budgets, scheduling, proposals, priorities, labour relations, reporting, financing, marketing
- Public Address Systems
- Radio production
- Scanning
- Script Writing: concepts; formats; types: narrative, promotional, drama; plot, characterization, theme; dialogue
- Slides
- Storyboarding
- Television production: equipment, crew, lighting, set design
- Video recording equipment, techniques
- Video editing: equipment, techniques
- Videotape
- Visuals: composition, layout, layers, modeling, transitions, transparency

School of Communication Arts

4.1.1.B Continued

CAB: CREATIVE ADVERTISING

- Advertising: modes, purpose, media, broad/narrow casting
- Advertising Business: management, clients, agencies, budgets, proposals, research, associations, teamwork
- Advertising Campaigns: planning, proposals, research, targets, budgets, objectives
- Advertising Displays
- Advertising Media: print (newspapers, periodicals, newsletters, brochures, direct mail), radio, television, telemarketing, on-line, Internet
- Audio: sound/noise, music, sound effects, listening, environment, appeal, cataloguing
- Audio Editing: equipment, personnel, techniques • Audio Equipment: microphones, recorders, edit studios, synthesizers, computers, software
- Audio Production: studio mechanics, equipment, talent, recording; budget, planning, booking
- Colour concepts, systems, appeal
- Consumers: demographics, interests, profiles, targeting
- Copywriting: concepts, profession; comparative
- Creativity: stimuli, development, lateral thinking, problem solving, brain storming
- Design: visuals, graphic, themes
- Desktop Publishing: software, techniques; scanning, manipulating images
- Layout: page layout systems
- Oral Presentations: preparation, delivery, Q&A, Body Language, Listening
- Portfolio preparation and presentation
- Presentations: planning, preparation, visual aids, delivery
- Print: systems, equipment, terminology
- Production Planning and Control: planning, scheduling, critical path; budgets; inventory control
- Radio Commercials: design, target, sound quality; jingles
- Retail advertising: newspaper, periodicals, catalogues, point-of-sale
- Script Writing: for Radio/TV commercials
- Talent selection, criteria • Television Advertising: commercials, targets, tools, techniques; planning, scripts, storyboards
- Television Production: Pre- and Post-Production, budgets, planning, scheduling, sites, locations, lighting, audio, talent, unions
- Television Editing: equipment, tools, techniques, digital(computer) methods
- Typography: fonts, legibility, styles, applications, measurement
- Voice: pitch, speed, modulation, volume

School of Communication Arts

4.1.1.B *Continued*

CGT: COMPUTER GRAPHICS - TECHNICAL

- Animation: classical/computer, 2D/3D; planning, creativity, development, software tools, user impact, synchronizing audio, transitions
- Audio: digital recording/editing tools and techniques
- Authoring: software systems, multimedia facilities, scripting (Lingo), user interface, navigation
- Binary: number system, character representation, image representation, audio, transmission, parity, data structures
- Client/Server systems
- Colour: concepts, systems, perception, bit depth
- Computer Graphics: equipment, software, tools, techniques, careers, users
- Computer Hardware: architecture, memory, auxiliary memory, CPU, configurations, controllers, channels
- Computer Maintenance: trouble-shooting, diagnosis, user support
- Computer Peripherals: Keyboards, Displays (CRT), Printers, Plotters, Tablets, Scanners, Mice, Modems
- Data Communications: modulation, carriers, bandwidth
- Databases: data structures, types, design, DBMS, data dictionary
- File Compression: ratios; lossy/lossless; file types; software tools
- File Formats: directories/folders, text, vector, database, compression, conversions
- Image quality: resolution, colour depth, file space, devices, user perception
- Interactive Dialogues: design, interfaces, navigation, packages and languages
- Internet: browsers (Netscape, Microsoft Explorer), HTML, WWW, e-mail, CGI, Perl, Java
- Layout: concepts, styles, tools, techniques
- Light and Shadow: effects, impact, draw/paint tools, techniques
- Modelling: 2D/3D; surfaces; wire-frame; textures
- Networks: types, carriers, modems, LAN, WAN, Ethernet, Novell, Internet, Intranets and Extranets
- Object-Oriented programming, software, systems
- Operating Systems: generations, interfaces, GUIs, DOS, Windows, Macintosh, Unix
- Perspective: types, effects, methods
- Presentations: purpose, planning, rehearsal, visual aids, tools, audience, teamwork
- Project Planning and Control: tasks, critical path, deadlines, estimating effort and time, monitoring progress, progress reports
- Programming: languages: generations, applications; methodology: planning, design, development, debugging
- Sales and Marketing: prospects, clients, proposals, presentations, purchasing, business documents
- Software Installation
- Software Quality: design techniques, algorithm design, data design, consistency, help
- Storyboards: uses, planning, tools, techniques
- Team Mechanics, teamwork, project leaders
- Technical Support: users, equipment, software, trouble-shooting
- Utilities (software): media conversion, editors, sort, merge, conversion, compression
- Typography: fonts, effects, styles, appeal
- Video: digital recording, editing tools and techniques
- Visualization: design concepts, layers, vector vs. raster(bitmap)
- Wide World Web: URL, Search Engines

School of Communication Arts

4.1.B *Continued*

GRA: GRAPHIC DESIGN (formerly DEA: DESIGN ARTS)

- Colour: psychology, symbolism, physiology, perception, additive/subtractive mixing, harmonies, value, hue, saturation; bit depth; Pantone, CKMY, RGB systems
- Computer Drawing: layers, lines, tones, textures, colour, projections, scale, contour drawing, Bezier curves, filters
- Computer Operations: files, folders, operating systems, file formats and size, file management, copying, servers, scanning, palettes, font management
- Corporate Design: analysis of client, targets; principles, conventions, history
- Creativity: development, recognition, effects of technology
- Desktop Publishing: tools, conversion, layouts
- Drawing: marker rendering, line, shape, tone, texture, proportion, scale
- Fonts: type styles, TrueType, font management
- Graphic Design: display types, layout, composition; quality, evaluation
- Images: tools, conversions, scanners, scanning techniques, resolution, bit depth, file size, colour and form analysis, clip art
- Layout: functions, elements, principles, grids, systems; page and screen design
- Multimedia: designer roles; integration of text, image, animation, audio, video; interactivity
- Photography: camera types, camera controls, lighting
- Portfolio: preparation, content, presentation, self promotion
- PostScript page description language: printers, interfaces
- Pre-Press: processes, tools, devices, calibration, colour separation, costs
- Print Production: presses, processes, proofs, pre-press, colour separation; document types
- Presentations: planning, preparation, delivery; voice; body language; visual aids; handling questions
- Project Control: planning, estimating, critical path, scheduling, monitoring progress, progress reports
- Sculpture: media, 3D forms, tools and techniques
- Typography: type terminology, measurement, classification, text/display type, fonts, legibility
- Web Page Design: multimedia tools & techniques, designer roles, interface design, navigation, HTML, FTP

DMA: DIGITAL MEDIA: ANIMATION & MULTIMEDIA (formerly ILT: ILLUSTRATION – TECHNICAL)

- Animation: classical/computer; purposes, planning, tools and techniques
- Colour: theory, perception, psychology, symbolism, systems(CKMY, RGB, Pantone), computer palettes, bit depth, accuracy, harmony, value, hue, saturation
- Computer Animation: 2D/3D, software, planning, storyboards, scanning, video grabbing, character development, audio, kinematics, post-production video, SGI platform
- Computer Drawing: line, shape, value, layers, rendering
- Computer Graphics: evolution, history, hardware, software, services, suppliers, careers, trends
- Computer Images: bitmaps, file formats, file sizes, scanning, retouching, clip art, composites
- Computer Modelling: 3D coordinate systems, planning, storyboards, software tools, wire frames, surfaces, rendering, lighting, camera position
- Digital Audio and Video: recording equipment, editing equipment and techniques, computer tools, production studios, synchronizing
- Drawing: life drawing, perspective, light and shadow
- Fonts: type styles, legibility, impact
- Multimedia: interactivity, navigation, integration, synchronization, transitions, scripting (Lingo)
- Photography: camera types, parts, controls, lighting, angle
- Sculpture: 3D, media, tools, techniques, impact
- Typography: legibility, font styles, font portability
- Web Page Design: browsers, HTML, HTML editors, tables, frames, file formats, bandwidth, servers, search engines, navigation, FTP

School of Communication Arts

4.1.1.B *Continued*

RTV: BROADCASTING - RADIO AND TELEVISION

- Advertising: ethics, target, agencies, clients, planning, production, scheduling
- Announcing: voice control, timing, *ad-lib*, skills, habits, reading/communicating, individuality, pronunciation, humour, taste
- Audio: recording equipment: microphones, recorders; editing equipment, studios, techniques
- Broadcasting: history and trends; CRTC; personnel, audience, targeting, sales and marketing
- Broadcast News: ethics, interviews, structure
- Broadcast Journalism: history, types of news, sources, documentaries, conferences, interview techniques; legal issues, judiciary, court reporting, political systems
- Computer Graphics for Television: hardware/software platforms and tools, text and image tools and techniques
- Digital Audio and Video: recording and editing equipment and techniques, personnel, studios; computer hardware/software
- Internet and Wide World Web: links, search engines,
- Lighting: equipment, techniques, angles; ambient, spotlights; effects
- Media Issues: ethics, finances, conflicts, objectivity, culture, violence, regulation, copyright, royalties
- Music: history, selection, programming, databases and systems
- News: gathering, editing, delivery, News Services
- Oral Presentations: planning, preparation, delivery; proposals, visual aids, body language, voice, follow up
- Production Planning and Control: personnel, scheduling, booking facilities, estimating, critical path, progress monitoring, inventory and material control, budgets, invoicing
- Project Planning and Control: personnel, estimating, critical path, progress monitoring, progress reporting
- Public Service: ethics, regulations, PSAs
- Radio Commercials: planning, scheduling, production
- Radio News Production: newscasts, sports casts, formats, story selection, timing, interviews, documentaries
- Radio Production: personnel, audio recording, audio editing, program formats, program planning
- Radio Programming: sources, crews, planning, timing, program development; feature programs; on-air practice; production techniques
- Radio Station Operations: business of radio, formats, CRTC, market demographics, competition, revenue
- Sales and Marketing: media research, audience profiles, demographics, competitors, trends, public relations, ratings
- Script Writing: formats, story line, reality, commercials, drama, plot, character, scene, mood; story conference
- Television Commercials: agencies, clients, planning, production, scheduling
- Television News: planning, story selection, interviews, sound bites, sources
- Television Production: crew, scripting, camera equipment, video editing, lighting, sets, video switchers, character generators, special effects, set design
- Video equipment: cameras, switchers, edit suites, formats

4.1.C *TOPICS TO SUPPORT GENERAL EDUCATION*

BUSINESS

CAREERS

ENGLISH: writing, literature, presentations

PSYCHOLOGY

TECHNICAL WRITING (how to write reports)

A list of books purchased as a result of this collection analysis and their corresponding subject areas is located in Appendix 3.

School of Communication Arts

5. STANDARDS

The School of Communication Arts has been without formal library resources for several years and the opportunity presents itself to build a new and dynamic collection suited to the needs of the students and faculty.

The minimum standard established by the Canadian Library Association is 12 books per student. Since SCA expects to have in excess of 1000 students per year, the collection should include approximately 12,000 books to meet this standard.

All of the SCA programs require General Education subjects, and some of the collection for SCA students would overlap requirements for other programs being housed at the Seneca@York site. It is proposed that the following General Education and Generic Skill materials be provided in addition to the provision of vocationally relevant "professional" materials:

| | |
|---|---------|
| Liberal Studies (especially Psychology, Economics, Science) | 2 units |
| English and Communications (especially writing, Business English) | 1 |
| Career Planning and Small Business | 1 |
| Computer Concepts and Productivity Applications | 1 |
| Reference Material | 1 |

Thus, if 12 books were provided per student, approximately 6 would be required for general and generic learning and research, while 6 would pertain to SCA programs and topics.

However, much of the recommended reading in SCA subject outlines is for periodicals and a great deal of the research material required for assignments and projects is available from the Internet and other electronic sources, including access to full-text databases through Seneca's ELVIS. Therefore, a more reasonable standard would be for 3 books per student, half program-oriented, half general.

School of Communication Arts books average \$60.00 CDN each. At this rate, budgeting \$20,000 per year for professional books, which will buy 333 books per year, the collection will reach the standard of 1,500 books in five years. After that, the collection will need to be maintained, weeding out older outdated books and replacing these with new relevant material. Replacement for loss of materials and inflation and fluctuation in the Canadian dollar over the next five years will also affect the buying power for new materials.

6. BENCHMARKS

A comparison with four local libraries related to SCA's programs of study was undertaken:

- Ryerson University's library collections for Radio and Television, Journalism and Advertising
- The Ontario College of Art and Design's library collections for Design
- The Canadian Broadcasting Corporation's library collections for Radio, Television, and multimedia
- The Design Exchange's reference library

Although none of these libraries solely proved to be relevant to SCA's needs, each one had unique subject content and reference resources that are relevant to our collection for SCA. Ryerson proved to have a good Reference collection that we can draw from. Ryerson has Radio and Television Arts and Design programs, but is focussed more on the business aspects of RTV creation than on our program's production skills, and their Design programs are focussed on Interior and Fashion design, rather than visual design. The OCAD had collections relevant to GRA, AVP, and DMA and provided good ideas for picture files and stock images. The Design Exchange has a very small book collection but a good journal collection relevant to our GRA, CGT and CAB programs, although its focus is largely industrial design and architecture. However, it does have an excellent

School of Communication Arts

bookstore for Design and Advertising. The CBC library collections came closest to matching our topic lists, with strong collections in radio and television broadcasting, journalism and design, but again the focus was substantially different from SCA's.

When looking for out of print books in the fields of design or advertising, a good source is the bookstore, Another Man's Poison, on McCaul Street.

Of the many professional associations that are linked to SCA's programs by calendar suggestions for student membership, none includes the full scope of the SCA clientele, and their educational and research libraries were not studied for this reason.

There is not any unique collection to serve as a guide to our SCA collection. However, the Benchmark exercise proved very useful, in that we became acquainted with those responsible for remaining current in our various topic areas, and obtained their advice about reliable sources and comparative values. Ongoing liaison with these librarians will provide enrichment for the SCA Collection Librarian in responding to faculty and student requests.

7. POLICIES

ANNUAL REPORTS

Annual reports are generally available through the Internet, however a print file of Annual reports of companies available in the communication arts field will be acquired and maintained if usage warrants it. This will be reviewed by the Collections Librarian on an annual basis.

CLASSICS

Classic is defined by *A Dictionary of Literary Terms* as meaning "of the first rank or authority" or "a writer or work of the first rank, and of generally acknowledged excellence." Classic titles will be identified by a note in the book and should not be weeded unless replaced by a current edition that becomes the "new" classic. The Technical Services Department should be responsible for checking these titles every year to see if a more current edition is available. Liaison with Faculty will be necessary to bring to the Collections Librarian attention any classic that should be added to the collection. A list of "classics" should be developed and appended to this collection profile with a copy to Technical Services annually.

DIGITAL STOCK

Digital stock will be purchased annually to enhance the collection. The Collections Librarian will determine what is required in consultation with SCA Faculty.

DONATIONS

Although valuable material can be obtained as a donation, these must be evaluated on the same criteria as purchased materials. Both the Collections Librarian and an SCA Faculty Liaison must assess the material for relevancy, appropriateness and currency.

DUPLICATE COPIES

The Library collection generally emphasizes breadth of coverage. However, some SCA books will be heavily used. Therefore, it is our policy to consider purchasing duplicate copies of some heavily in demand books. Loan counts of new books from our stacks will be reviewed by the Collections Librarian on an annual basis. If the number exceeds 10 a duplicate copy will be considered for purchase. No more than three copies of a given item should be included in the collection unless closed reserve usage is intended.

ELECTRONIC RESOURCES

CD-ROM Databases/Online Services

The relatively high cost of this material (and long term funding commitment for updated services) compared to other formats requires the selection to be a particularly thoughtful one. At this time, Computer Select, is the most subject specific database available in the Library for SCA. UMI's Research Database and Business Database also have full-text periodical information relevant to SCA Programs. The Design Arts Index or Art Index may be purchased when coverage includes full-text data. Other databases to consider

School of Communication Arts

would be the Telecommunications Database and additional computer databases should funding be available.

Future purchase of CD-ROM Databases/Online Services should be considered through review of publishers' catalogues such as UMI (University Microfilms), Silver Platter, Gale, Information Access. This information is generally available on the publisher's web site, or, Technical Services will route these catalogues to the Collections Librarian to review them regularly. The following will be considered:

- what is the subject scope is in relation to the instructional and research interests of library users.
- is data already available in another format in the library and compare the formats based on access, scope, timelines and cost.
- determine anticipated use and extent of use through expressed interest, number of users, user information needs.

INTERNET

The Internet is a major resource for information relevant to SCA programs. There are many SCA subject links on the Library Home Page, and the SCA's Research by School on ELVIS and it is imperative to monitor these and keep them up to date and growing. The collection librarian, with assistance from a library technician, can find and maintain interesting sites on the Web, including free e-journals and e-texts that we could link to from our Home Page. The Collections Librarian and a Faculty Liaison will also need to identify e- journals and e- books that can be purchased to replace paper copy and/or added to our collection.

MEDIA (VIDEOTAPES, FILMS, SLIDES, SOUND)

Audio Visual Services currently lists Media titles in the following subject areas: Journalism (1), Animation Techniques (6), Sound (2), Video production (1), Audio Visual (4), Radio (1), Television (10), Broadcasting (5), Filmmaking (19), Multi-Media (1), Computer Graphics (1), Media Issues (34) and Communication (79). In 1998/99 six additional videos (\$1,038) were purchased for ILT and four videos and five slide sets were purchased for the GAS program at SCA (\$882). In future, the Collections Librarian will annually examine the appropriate catalogues (see Purchase of Materials - media) and discuss with SCA Faculty potential titles to view for purchase. In addition, films and videos from the 1950's, 60's and 70's will be examined for potential weeding on an ongoing basis. Digital stock images and sound files will also be added to the collection on an annual basis.

PERIODICALS

Periodical titles to add for the SCA Collection have been obtained from Faculty. The ongoing commitment of funds for periodicals requires special consideration and constant review. Selection should involve both the Collections Librarian and the SCA Faculty. Whenever possible sample issues of new requests should be obtained before placing an order. Indexed periodicals are a major factor in favour of both the acquisition and long-term retention of a periodical title. Other important factors are the format of the material and its predicted usefulness.

Electronic Journals will be obtained where possible and appropriate to student and faculty needs. Often one can purchase the electronic version of a journal only in addition to the hard copy. If this is the case, the electronic copy will be purchased if the price differential is small.

As with other materials, single copies are generally the rule. A few rare exceptions may be made for heavily used materials, but only a single copy will be retained long-term. The Library currently has no periodical subscriptions devoted to SCA. See Appendix 2 for a list of title subscriptions to be added to the SCA Collection at Seneca @ York. 202 titles specifically on SCA related subjects are currently available in full-text on the library's electronic databases. If full-text titles are added to our databases or an e-journal is available through the Internet then the print copy will be considered for cancellation. The Collections Librarian will review this annually with the Faculty liaison.

PICTURE FILE

Picture files can be replaced with digital stock images, however, until this collection is established, and to supplement it, a picture file will be kept. Old calendars can be a good source for this. Copyright rules will need to be clearly identified for users of images. The picture file will be reviewed and weeded annually by a library technician, overseen by the Collections Librarian.

REFERENCE

Materials used frequently to answer questions and which do not usually involve extended study are included in the reference collection. Only new resources or classics will be considered for this collection. Once established, the reference collection will be reviewed annually by the Collections Librarian, SCA Faculty Liaison and Technical Services Dept. to determine if there are updated editions, or if titles should be moved to the circulating collection or be weeded. This will be coordinated by the Collections Librarian.

School of Communication Arts

RESERVES

Faculty choose the materials for course reserves and the loan period for student use. Items may be from the library collection or be the instructor's personal property. There are presently no books on Reserve; however, at [Seneca @ York](#) all textbooks purchased for SCA faculty will be placed there. The Circulation Department should examine these titles and review with Faculty on an annual basis to see if they need to remain on the Reserve shelves.

TEXTBOOKS

The Library had a long-standing policy to not buy course-required textbooks but rather to provide supplementary research resources. However, given the high cost of textbooks, and students' demand to have them, the Library has changed its policy and will buy textbooks for referral, to be kept On Reserve and available for library consultation only. It is not the intent of the Library to provide the student with a text rather than have the student buy it

The Library is currently working with SCA Faculty to make sure that all the recommended most up-to-date editions of titles on the course outlines are available in the collection. The Collections Librarian will review course outlines (presently being updated and put on the Home Page) annually and make sure that we have the recommended titles in our Library.

8. DESELECTION (WEEDING) POLICY

The removal of little-used, out-dated or damaged materials is as important to collection development as is selection of the correct materials. The Collections Librarian will manage this weeding process with the assistance of Faculty Liaison.

General Guidelines for Weeding include the following:

- Low check out record: items not circulated in 5 years
- Little used items for which other materials are available
- Timeliness: superannuated edition that has been revised in newer editions
- Reliability: out of date items, poor content, incorrect information
- Duplicates of low demand items

As mentioned earlier in the Profile, reference books and classics will be checked on an annual basis by Technical Services to see if a new edition is available. New orders will replace old editions of the same title unless otherwise requested.

9. CONCLUSION

As Chart #1 reveals, 300 books need to be purchased in 1998/99 to begin building the collection to a level of 1,500 books in 2003 for the number of students, assuming it does not rise much above 1,000 in the Program. At an average cost of \$60.00 a book this requires \$20,000.

Chart #2 is a five-year projected budget (1998/99-2002/03) for the collections It takes into consideration student population increases, number of books required to meet the annual standard and the inflationary increase in the price of books.

Over the next four years the Collections Librarian will undertake a number of tasks with the assistance of library staff and a Faculty Liaison. These will include: continued liaison with all SCA faculty and review of appropriate publishers' catalogues (see Appendix 1) to build the book collection to meet the standards outlined in Chart #2; checking of updates for classics and other well-used titles; a review of course outlines each year to make sure we have all recommended books; continual review of periodicals both in-print and electronic with the emphasis on electronic unless specified, weeding of old film and video titles and subsequent development of the media collection; review of annual reports

By 2003 our goal is to have an excellent up-to-date communication arts collection that supports and enhances the School of Communication Arts programs. In addition, we have a collection development profile and policy that will serve as a model for other areas of our collection.

School of Communication Arts

CHART 1 - SCA BOOK COLLECTION - 5 YEAR WEEDING AND REPLACEMENT PLAN, 1999-2003

**School of Communication Arts Book Collection
5 Year Weeding and Replacement Plan
1999-2003**

| | | Pre 1950's | 1950's | 1960's | 1970's | 1980's | 1990-1992 | Post 1993 | Total |
|------------------|-------------------|------------|--------|--------|--------|--------|-----------|-----------|-------|
| Sept 1998 | Holdings | | | | | 5 | 18 | 242 | 265 |
| | % of Total | | | | | 1.9% | 6.8% | 91.32% | 100% |
| May 1999 | Holdings | | | | | | | | |
| | % of Total | | | | | | | | |
| Sept 1999 | Holdings | | | | | | | | |
| | % of Total | | | | | | | | |
| Sept 2000 | Holdings | | | | | | | | |
| | % of Total | | | | | | | | |
| Sept 2001 | Holdings | | | | | | | | |
| | % of Total | | | | | | | | |
| Sept 2002 | Holdings | | | | | | | | |
| | % of Total | | | | | | | | |
| Sept 2003 | Holdings | | | | | | | | |
| | % of Total | | | | | | | | |

As this is a newly established collection, little weeding will need to take place in the first few years, however, there are the following considerations:

With the fast changing technology, books, even those two or three years old and with heavy usage, may be considered outdated and would need to be weeded from the collection.

Books that are damaged, lost or stolen will need to be replaced on an annual basis.

Books that are considered classics will stay in the collection regardless of the publication date.

After 5 years when the collection has reached an acceptable standard, 10% of the collection (approximately 150 books) should be weeded and replaced with new material.

School of Communication Arts

CHART 2 - SCA COLLECTIONS 5-YEAR BUDGET PLAN

School of Communication Arts 5 Year Budget Plan

| By Year End Sept. 30 | [1] | [2] | [3] | [4] | | [5] | | [6] | [7] | [8] | [9] |
|----------------------------|--------------------|----------------------------|-------------------|------------------------|----------|---------------------|----------|------------------------|------------------|----------------------------|-----------------|
| | No. of Students | Current No. of Books | Cost of a book | Maintaining Collection | | Building Collection | | Cost of Periodicals | Cost of Media | Cost of Multi- media | Total Budget |
| | | | | No. of Books | Cost | No. of Books | Cost | | | | |
| Sept 1998 | 1000 | 0 | \$60.00 | N/A | N/A | 330 | \$19,800 | \$3,200 | \$1000 | \$13000 | \$37,000 |
| Sept 1999 | 1000 | 330 | \$63.00 | 30 | \$1890 | 300 | \$18,900 | \$3,520 | \$1000 | \$3000 | \$28,310 |
| Sept 2000 | 1000 | 630 | \$66.00 | 30 | \$1980 | 300 | \$19,800 | \$3,800 | \$1000 | \$3000 | \$29,580 |
| Sept 2001 | 1000 | 930 | \$69.00 | 30 | \$2070 | 300 | \$20,700 | \$4,200 | \$1000 | \$3000 | \$30,970 |
| Sept 2002 | 1000 | 1,230 | \$72.50 | 30 | \$2175 | 300 | \$21,750 | \$4,600 | \$1000 | \$3000 | \$32,525 |
| Sept 2003 | 1000 | 1,530 | \$76.00 | 150 | \$11,400 | 0 | 0 | \$5,000 | \$1000 | \$3000 | \$20,400 |

No. of Students: The enrollment for School of Communication Arts Students is not expected to increase over the next 5 years.

Current No. of Books: The number of books currently held in the SCA collection.

Cost of a Book: Based on the 1998 figure of \$60.00 as the average cost of a SCA book, this figure is expected to increase 5% per year as a result of inflation. Fluctuations to the Canadian Dollar are not taken into consideration here.

Maintaining Collection: For the first 5 years it is not anticipated that weeding of the collection will be required, therefore maintenance is for replacement of damaged, lost or stolen books. After 5 years, about 10% of the collection should be weeded and replaced with newer editions and material.

Building the Collection: The number of books required to be added to the collection on an annual basis, to arrive at an acceptable standard after 5 years.

Cost of Periodicals: The cost for 1998 for the required periodicals for SCA sets the standard for years to follow. Periodicals generally go up 10% for inflation per year. The fluctuation in the Canadian Dollar is not taken into consideration here.

Cost of Media: A flat fee is assigned here for additional resources in media for SCA. This would cover the cost of additional or replacement videos, slides, sound, etc.

Cost of Multimedia: A flat fee is assigned here for additional resources in multimedia for SCA. This would cover the cost of additional or replacement digital stock, cd-roms, etc.

School of Communication Arts

Appendix 1: Publishers

Abacus Computer Books

5370 52nd St. SE, Grand Rapids, MI 49512 US
 616-698-0330 Fax: 616-698-0325 Toll free: 800-451-4319
<http://www.abacuspub.com/>

Canadian Distributor: Gage Distribution Company

164 Commander Blvd., Agincourt,
 ON M1S 3C7 416-293-8141
cdiraddo@gage.canpub.ca

Addison Wesley Longman, Incorporated

1 Jacob Way, Reading, MA 01867 US
 617-944-3700 Fax: 617-944-9351 Toll free: 800-447-2226

Canadian Distributor: Addison Wesley Longman

P.O. Box 580, Don Mills, ON
 M3C 2T8 416-447-5101
www.awl.com/canada

Butterworth-Heinemann -USA & Canada

Butterworth-Heinemann Inc.
 225 Wildwood Avenue
 Woburn MA 01801-204 USA
 Tel: 781 904 2500 Fax: 781 928 2620

<http://www.bh.com>

BIP: 617-928-2500 Fax: 617-933-6333 Toll free: 800-366-2665

Canadian Distributor: Login Brothers Canada

324 Saulteaux Cres., Winnipeg, MB
 R3J 3T2 800-665-1148
sales@lb.com

Chapman & Hall

115 Fifth Ave., 4th Fl., New York, NY 1003-1004 US
 212-260-1354 Toll free: 800-842-3636

Canadian Distributor: ITP Nelson

1120 Birchmount Rd., Scarborough,
 ON M1K 5G4 416-752-9100
www.nelson.com

Delmar Publishing

7625 Empire Dr., Florence, KY 41042 US
 518-464-3500 Fax: 518-464-0393 Toll free: 800-347-7707
 No Canadian distributor
<http://www.delmar.com/index.shtml>

Fitzhenry & Whiteside, Limited

195 Allstate Pkwy, Markham, ON
 L3R 4T8 905-477-9700
www.fitzhenry.ca

Focal Press -see Butterworth-Heinemann or

website at: <http://www.bh.com/register/focal/navigus/search.cfm>

Graphis <http://www.graphis.com/main.EN.html>

Watson-Guptill Publications, Incorporated

1515 Broadway, New York, NY 10036 US
 212-536-5121 Fax: 212-536-5359

Graphis

Canadian Distributor: General Publishing Company

30 Lesmill Rd., Don Mills, ON
 M3B 2T6 416-445-3333
www.genpub.com

Harper Collins Canada, Limited

1995 Markham Rd. Scarborough, ON M1B 5M8
 416-321-2241
<http://www.harpercollins.com/canada>

Hayden Books

201 W. 103rd St., Indianapolis, IN 46290-1094 US
 317-581-3718 Toll free: 800-858-7674

Canadian distributor: Prentice Hall Canada Inc.

1870 Birchmount Rd., Scarborough,
 ON M1P 2J7 416-293-3621
www.phcanada.com

School of Communication Arts

IDG Publishing

7260 Shadeland Sta., Ste 100, Indianapolis, IN 46256 US
17-596-5200 Fax: 317-596-5299 Toll free: 800-762-2974
No Canadian Distributor
<http://www.idg.com/>

ITP International Thomson Pub.

7625 Empire Dr., Florence, KY 41042 US
606-525-6620 Fax: 606-647-5023 Toll free: 800-347-7707
No Canadian Distributor

Macmillan Computer Publishing

Includes

Sams,samsnet,Hayden,QUE,Borland,New Riders,Ziff Davis,Waite, and

MTP

201 West 103rd Street,
Indianapolis, IN 46290
<http://www.mcp.com/>

or

Macmillan Computer Publishing

200 Old Tappan Rd., Old Tappan NJ 07675 US
Toll free: 800-223-2348

Canadian Distributor: **H.B. Fenn and Company Ltd.**

34 Nixon Rd., Bolton, ON L7E 1W2
905-951-6600
www.hbfenn.com

Macromedia Canada, Inc.

1 Holiday Street
East Tower, 5th Floor
Pointe Claire, Quebec
Canada H9R 5N3
Phone (514) 426-2604
Fax (514) 426-2230

Macromedia Press <http://www.macromedia.com/macromedia/reference/mmpress>

Manning Publishing

3 Lewis St., Greenwich CT 06830 US
203-629-2078 Fax: 203-661-9018 <http://www.manning.com/>
Canadian Distributor: Fitzhenry & Whiteside, Limited
195 Allstate Pkwy, Markham, ON
L3R 4T8 905-477-9700
www.fitzhenry.ca

McGraw Hill

300 Water St. Whitby ON L1N 9B6
905-430-5000 Toll free: 800-565-5738
www.mcgrawhill.ca

Microsoft Press

One Microsoft Way, Redmond, WA 98052-6399 US
425-882-8080 Fax: 425-963-7329 Toll free: 800-677-7377
Canadian Distributor: ITP Nelson
1120 Birchmount Rd., Scarborough,
ON M1K 5G4 416-752-9448
www.nelson.com

MIT Press

5 Cambridge Ct., Ste 4, Cambridge, MA 02142 US
617-253-5641 Fax: 617-253-1709 Toll free: 800-356-0343
from website: Tel: 617-253-5646 Fax: 617-258-6779
<http://www-mitpress.mit.edu/> No Canadian representative

Modern Age Books

100 River Ridge Drive
Norwood, MA 02062 USA
<http://www.mabooks.com>

School of Communication Arts

N T C Business Books

4255 W. Touhy Ave., Lincolnwood, IL 60646-1975 US
847-679-5500 Fax: 847-679-2494 Toll free: 800-323-4900

Canadian distributor: Canadian Manda Group
One Atlantic Ave., No. 105
Toronto, ON M6K 3E7
416-516-0911
general@mandagroup.com

Osborne-Hill

2600 Tenth St., Berkeley, CA 94710 US
510-549-6600 Toll free: 800-227-0900

Canadian Distributor: see McGraw-Hill Ryerson

Peachpit Press

1249 Eighth St., Berkeley, CA 94710 US
510-524-2178 <http://www.peachpit.com/>

Canadian Distributor: see Addison Wesley

Prentice Hall

1870 Birchmount Rd., Scarborough, ON M1P 2J7
416-293-3621 www.phcanada.com <http://www.prenhall.com/>

Random House

2775 Matheson Blvd. E, Mississauga, ON L4W 4P7
905-624-0672 Fax: 905-624-6217 <http://www.randomhouse.com/>

Routledge

In the US or Canada: Routledge Customer Service
7625 Empire Drive
Florence, KY 41042 USA
Telephone: 800-634-7064 Fax: 800-248-4724
www.Routledge-NY.com email: cserve@routledge-ny.com
<http://www.routledge.com>

St. James Press

835 Penobscot Bldg., Detroit, MI 48226-4094 US
313-961-2242 Fax: 313-961-6950 Toll free: 800-347-4253

<http://www.stjames.com/> **No Canadian distributor**

Simon & Schuster Custom Publisher's

1230 Avenue of the Americas, New York, NY 10020 US
212-698-7000 Toll free: 800-223-2348 <http://www.sscp.com>

Canadian Distributor: Distican , Incorporated

35 Fulton Way, Richmond Hill, ON
L4B 2N4 905-764-0073
mail@distican.com

Sybex, Inc.

1151 Marina Village Parkway
Alameda, CA 94501
510-523-8233 fax: 510-523-6840

BIP: Fax: 510-523-2373 Toll free: 800-227-2346

<http://www.sybex.com> info@sybex.com

Canadian Distributor: Firefly Books, Limited

3680 Victoria Pk. Ave.,
Willowdale, ON M2H 3K1
416-499-8412

Watson-Guptill Publications, Inc

1515 Broadway, New York, NY 10036 US
212-536-5121 Fax: 212-536-5359

Wadsworth Publishing Company

7625 Empire Dr., Florence, KY 41042-2978 US
606-525-2230 Toll free: 800-354-9706
<http://www.wadsworth.com/>

Canadian distributor: I T P Nelson

1120 Birchmount Rd., Scarborough,
ON M1K 5G4 416-752-9100
www.nelson.com

John Wiley & Sons, Inc.

22 Worcester Rd., Rexdale, ON M9W 1L1
416-236-4433
[HTTP://WWW.WILEY.COM](http://WWW.WILEY.COM)

School of Communication Arts

Appendix 2: Periodicals

| | |
|---|--|
| 3D Artist | How Magazine |
| 3D Design | ID Magazine (USA) (formerly International Design, comes with Annual Design Review) |
| A V Video & Multimedia Producer | Intreactivity |
| Advertising Age | Link Electronic see Electronic Link |
| Animation Magazine | Mac User |
| Applied Arts Magazine | Macworld |
| Azure (Canada) | Maximum PC (formerly Boot, CD-ROM Today) |
| Before and After | Marketing |
| Billboard | Mix |
| Broadcast Technology Media Production (BTMP) | MPC World (merged into PC World/Multimedia World ed) |
| Broadcaster | Multimedia Today (discontinued) |
| Broadcasting and Cable | Multimedia World (discontinued) |
| Byte | National Geographic |
| Canadian Advertising Rates and Data | PC Magazine |
| CDROM Today (Changed to Boot, now Called Maximum PC) | PC World |
| Communication Arts (Comes with Advertising Annual, Design Annual, Illustration Annual, Photography Annual) | Performing Arts & Entertainment in Canada (formerly Performing Arts in Canada) |
| Computer Artist | Playback |
| Computer Graphics World | Print |
| The Computer Paper | R P M (Records Promotion Music) |
| Desktop Video World (Now called Digital Video) | The Record |
| Digital Video | Rolling Stone |
| Electronic Composition and Imaging (E C & I) | Step by Step Graphics |
| Electronic Link Magazine (Merged into Applied Arts Magazine) | Strategy (formerly Playback Strategy) |
| Electronic Publishing (Formerly Type World/Incorps/ Color Publishing & Computer Artist. Comes with MMG-ITC Directory of New Typefaces) | Studio Magazine (Canada) - v.17, 01/1999 |
| Émigré | Toronto Computes |
| Eye | Variety |
| Fast Forward | Video Systems |
| FPS Frames Per Second | VPM Magazine (Video Production and Multimedia) - was Digital Evolution - Discontinued |
| Government Video | Wired |
| Graphis | Yahoo! Internet Life |
| Graphics Perspective | |

School of Communication Arts

Appendix 3: Books Ordered

Creative Advertising (CAB)

| | | | | |
|--|---------------------|------|------------------------|-----------------|
| The 76th Art Directors Annual | 76 th | 1998 | Watson-Guptill | \$70.00 US |
| The Advertising Agency Business: The Complete Manual for Management & Operation | 3rd ed | 1997 | Ntc Business Books | \$40.00 US |
| Advertising : Principles & Practice | 4 th ed | 1998 | Prentice Hall | \$78.00 US |
| Advertising; Pure and Simple | | 1990 | Amacom Executive Books | \$32.00 CDN |
| Advertising Realities | | 1991 | Mayfield | \$24.00 US |
| Advertising Secrets of the Written Word | | 1998 | Delstar Books | \$50.00 CDN est |
| Age of Manipulation: The Con in Confidence.. | | 1993 | Madison | \$24.00 US |
| Boom, Bust & Echo | | 1997 | Stoddart | \$30.00 US |
| Buy This Book: Studies in Advertising and Consumption | | 1997 | Routledge | \$98.00 CDN |
| Canadian Advertising in Action | 4 th | 1998 | Prentice-Hall | \$63.00 CDN |
| Canadian Markets | | 1998 | Financial Post | \$120.00 CDN |
| Copy Workshop Workbook | | 1993 | Copy Workshop | \$45.00 CDN |
| The Copywriter's Handbook | | 1990 | Henry Holt | \$14.00 US |
| Copywriting (Teach Yourself) | | 1996 | NTC Press | \$15.00 US |
| Copywriting by Design | | 1997 | NTC Business Books | \$23.00 US |
| Copywriting for the Electronic | 3 rd | 1997 | Wadsworth | \$37.00 US |
| Creating & Delivering Winning Advertising & Marketing Presentations | 2 nd ed | 1995 | NTC Business Books | \$50.00 US |
| Creative Strategy in Advertising | 6 th ed | 1997 | Wadsworth | \$55.00 US |
| Creating the Advertising Message | | 1992 | Mayfield | \$66.00 CDN |
| The Ecology of Commerce | | 1994 | Harper Business | \$14.00 US |
| Elements of Copywriting | | 1997 | Macmillan | \$23.00 US |
| Employability Skills: Creating my future | | 1995 | Nelson Canada | \$30.00 CDN |
| Flash Advertising and Design | | 1998 | William Morrow & Co | \$27.50 US |
| Fundamentals of Advertising | 2 nd | 1998 | Butterworth-Heinemann | \$50.00 CDN est |
| Fundamentals of copy and layout | 3 rd ed | 1997 | NTC Business Books | \$48.00 US |
| The Future Consumer | | 1997 | Warwick | \$15.00 US |
| Green is Gold | | 1992 | Harper Collins | \$15.00 CDN |
| Growing up Digital | | 1997 | McGraw Hill | \$23.00 US |
| Hey, Whipple, Squeeze This: A Guide to Creating Great Ads | | 1998 | John Wiley | \$17.00 US |
| How to Get Ideas | | 1996 | Berrett-Koehler Pr. | \$22.00 CDN |
| Illustrator 7 for MacIntosh and Windows (Visual Quickstart Guide Series) | | 1997 | Addison-Wesley | \$20.00 US |
| Internet and World Wide Web Simplified | 2 nd | 1997 | Maran Graphics | \$25.00 US |
| Internet for Busy People | 3 rd | 1998 | Osborne McGraw Hill | \$25.00 US |
| Kleppner's Advertising Procedure | 14 th ed | 1998 | Prentice Hall | \$78.00 US |
| The Last Best Hope: How to Start and Grow Your Own Business | | 1997 | McClelland and Stewart | \$20.00 US |

School of Communication Arts

| | | | | |
|---|-----------------|------|-----------------------|-------------|
| The MacIntosh Bible | 6 th | 1996 | Addison Wesley | \$45.00 US |
| Marketing Aesthetics: the Strategic Management Of Brands, Indentity and Image | | 1997 | Free Press | \$30.00 US |
| Mass Communication in Canada | 3 rd | 1996 | Oxford U. Press | \$45.00 US |
| The One Show 19 | | 1998 | Watson-Guptill | \$70.00 US |
| Persuading on Paper | | 1996 | Plume | 413.00 US |
| Popcorn Report | | 1992 | Harper Collins | \$19.00 CDN |
| Say it Right | | 1994 | Irwin Professional | \$44.00 CDN |
| Shifting Gears | | 1995 | Harper Collins | \$25.00 CDN |
| Television Commercial Processes and Procedures | | 1991 | Butterworth-Heinemann | \$35.00 CDN |
| Trade Name Origins | | 1997 | NTC Publishing | \$18.00 CDN |
| Truth, Lies and Advertising... | | 1998 | John Wiley | \$42.00 CDN |
| Twentysomething Guide to Creative Self Employments | | 1996 | Prima Pub | \$20.00 CDN |
| Ultimate No B.S., No Holds Barred, Kick Butt, Take No Prisoners and Make Tons of Money Business Success Book | | 1997 | Self Counsel Press | \$17.00 CDN |
| Under the Radar: Talking to Today's Cynical Customers | | 1997 | John Wiley | \$28.00 US |
| What a Character: 20 th Century American Advertising Icons | | 1996 | Chronicle Books | \$24.00 CDN |

Number of books ordered: 50

Approximate Value:

\$3000.00 CDN

Audio Visual & Multi-Media Production (AVP) and Broadcasting Radio & Television (RTV):

| | | | | |
|---|-------------------|------|--------------------|-----------------|
| 101 Ways to Improve your Communication Skills Instantly | | 1998 | Goal Minds | \$15.00 US |
| A-Z of Lighting Terms | | 1998 | Focal Pr | \$50.00 CDN est |
| And That's the Way It Will Be : News and Information in a Digital World | | 1998 | New York Univ Pr | \$25.00 US |
| American Cinematographer Video Manual | | 1992 | ASC Holding Corp | \$35.00 US |
| Art Direction for Film and Video | 2 nd | 1998 | Focal Pr | \$50.00 CDN est |
| Associated Press Stylebook and Libel Manual | 1998 ed | 1998 | Associated Pr | \$10.00 US |
| Audio Engineer's Reference Book | 2 nd | 1998 | Focal Pr | \$50.00 CDN est |
| Audio in Media | 4 th | 1994 | Wadsworth | \$69.00 US |
| Audio Post Production in Video and Film | 2 nd | 1998 | Focal pr | \$50.00 CDN est |
| Basic Studio Directing | | 1998 | Focal Pr | \$50.00 CDN est |
| Benn's Media World | 144 th | 1996 | Nichols Publishing | \$235.00 CDN |
| Broadcast and Cable Selling | 2 nd | 1993 | Wadsworth | \$77.00 CDN |
| Broadcasting and Cable Yearbook | | 1998 | Bowker | \$119.00 CDN |
| Communicating Today | 2 nd | 1997 | Allyn & Bacon | \$42.00 US |
| Communication in Our Lives | | 1996 | Wadsworth | \$53.00 CDN |
| Communications Media in the Information | 2 nd | 1997 | Wadsworth | \$64.00 CDN |
| Consumer Behaviour | 8 th | 1994 | Dryden Pr | \$91.00 US |
| Cinematography: A Guide.. | 2 nd | 1992 | Simon & Schuster | \$22.00 US |
| Contemporary Photographers - Vol 1 | 3 rd | 1995 | Gale Research | \$160.00 US |

School of Communication Arts

| | | | | |
|---|---------------------|-----------|-------------------------|-----------------|
| Dictionary of Bias-Free Usage | | 1991 | Oryx Press | \$25.00 US |
| Dictionary of Communications Technology | 2 nd | 1995 | John Wiley | \$98.00 CDN |
| Digital Cinematography | | 1997 | Ap Professional | \$40.00 US |
| Digital Image Creation: Insights into the New Photography | | 1996 | Peachpit Press | \$69.00 CDN |
| Digital Imaging for Photographers | 3 rd | 1998 | Focal Pr | \$60.00 CDN est |
| Digital Television Fundamentals | | 1997 | McGraw Hill | \$60.00 US |
| Electronic Moviemaking | 3 rd ed | 1996 | Wadsworth | \$55.00 US |
| Electronic Public Relations | | 1996 | Wadsworth | \$28.00 CDN |
| Excel 5 for Windows | | 1997 | Que | \$40.00 US |
| Encyclopedia of Television | | 1997 | Fitzroy Dearborn | \$300.00 US |
| Film Art: An Introduction | 5 th | 1996 | McGraw Hill | \$56.00 CDN |
| Film Encyclopedia | 3 rd rev | 1998 | Harperperennial Library | \$28.00 US |
| Film Production Technique | | 1995 | Wadsworth | \$53.00 US |
| The Five C's of Cinematography | | 1998 | Silman-James Press | \$30.00 US |
| Gale Directory of Publications and Broadcast Media | | current - | online Database | |
| Globe & Mail Style Book | | 1997 | Penguin | \$20.00 CDN |
| Halliwell's Film and Video Guide 1998 | | 1997 | Harper Collins | \$22.50 US |
| Halliwell's Filmgoer's Companion | 12 th | 1997 | Harper Collins | \$25.00 US |
| A History of Mass Communication Six Information Revolutions | | 1997 | Focal Press | \$35.00 US |
| How Multimedia Works | 2 nd | 1996 | Ziff-Davis | \$34.00 CDN |
| How to Write a Selling Screenplay | | 1998 | Bantam | \$14.00 US |
| Illustrated Dictionary of Telecommunications | | 1998 | Focal Pr | \$50.00 CDN est |
| The Image in Dispute: Art and Cinema.. | | 1997 | Univ. of Texan Pr | \$40.00 US |
| Information Architects | | 1997 | Watson-Guptill | \$53.00 CDN |
| 1998 International Television and Video Almanac | 43 rd | 1998 | Quigley Pub | \$110.00 CDN |
| Internet and the World Wide Web | 2 nd | 1997 | IDG Books | \$25.00 US |
| Internet for Busy People | 3 rd | 1998 | Osborne | \$25.00 US |
| Lighting for Video | 3 rd | 1991 | Butterworth-Heinemann | \$33.00 CDN |
| Macromedia Director 6 for Dummiew | | 1997 | IDG Books | \$25.00 US |
| Marshall McLuhan: the Medium and the Messenger, a Biography | Rev | 1998 | MIT Pr | \$17.50 US |
| Mass Media Research: An Introduction | 5 th | 1997 | Wadsworth | \$89.00 CDN |
| Movies and Meaning | | 1996 | Allyn & Bacon | \$41.00 US |
| MPEG2 | 2 nd | 1998 | Focal Pr | \$50.00 CDN est |
| News: Reporting and Writing | | 1995 | Allyn & Bacon | \$60.00 CDN |
| Off-Screen Drama, the Struggle for Control of CTV | | 1998 | Stoddart | \$30.00 CDN |
| Pamela Wallin, A Memoir | | 1998 | Random House | \$33.00 CDN |
| Photography After Photography: Memory and Representation in the Digital Age | | 1997 | G&B Arts | \$83.00 CDN |
| Production Essestials: Professional Studio | | 1994 | MacMillan Computer | \$40.00 US |
| Production Management for Film and Video | 3 rd | 1999 | Focal Pr. | \$50.00 CDN est |
| Radio Production Work Text | 3 rd | 1997 | Focal Press | \$37.00 US |

School of Communication Arts

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|--|------------------|------|--------------------------|-----------------|
| Remediation: Understanding New Media | | 1998 | MIT Pr | \$27.50 US |
| Say It Right | | 1995 | Richard Irwin | \$34.00 US |
| Screen Adaptation; A Scriptwriting | 2 nd | 1998 | Focal Pr | \$50.00 CDN est |
| Screenplay - The Foundations of Screen Writing | | 1998 | Fine Communications | \$ 8.00 US |
| Single Camera Video Production | | 1998 | Focal Pr | \$50.00 CDN est |
| Storyboarding for Film, TV, and Animation | | 1998 | Focal Press | \$30.00 US |
| Technique of Lighting for Television and Film | | 1991 | Butterworth-Heinemann | \$60.00 US |
| Telecommunications Directory | 10 th | 1998 | Gale | \$400.00 US |
| Techniques of Natural Light Photography | | 1996 | F&W Publications | \$41.00 CDN |
| Television & Cable Factbook 1998 | | 1998 | Warren Publishing | \$510.00 US |
| Television Engineering Handbook | Rev | 1992 | McGraw Hill | \$143.00 CDN |
| Television Production Handbook | 6 th | 1996 | Wadsworth | \$65.00 US |
| Television Programme Making | | 1998 | Focal Pr | \$50.00 CDN est |
| TV Production | 13 th | 1999 | Focal Pr | \$65.00 US est |
| T.V. Production workbook | 6 th | 1996 | Wadsworth | \$16.00 US |
| TV Scenic Design | 2 nd | 1997 | Focal Pr | \$40.00 US |
| Video Basics | 2 nd | 1997 | Wadsworth | \$39.00 US |
| Video Basics Workbook | | 1997 | Wadsworth | \$16.50 US |
| Video Camera Techniques | 2 nd | 1994 | Butterworth-Heinemann | \$27.00 US |
| Video Editing and Post Production | 4 th | 1998 | Focal Pr | \$35.00 US |
| Video Producer | | 1995 | Wadsworth | \$50.00 US |
| VideoHound's Soundtracks | 1 st | 1998 | Gale (Visible Ink Pr) | \$25.00 US |
| Who's Who in Commonwealth Broadcasting | | 1998 | Commonwealth Broad. Assn | \$28.00 US |
| A World History of Photography | 3 rd | 1997 | Abbeville Press | \$65.00 CDN |
| World Radio Television Handbook | | 1998 | Watson-Guptill | \$25.00 US |
| Writer's Market | | 1998 | Writer's Digest Books | \$28.00 US |
| Writing and Reporting News: A Coaching Method | 2 nd | 1996 | Wadsworth | \$61.00 CDN |

Number of books ordered: 85

Approximate Value:

\$6728.00CDN

Computer Graphics (CGT), Digital Media, Animation & Multimedia (DMA/ILT) and Graphic Design GRA/DEA)

| | | | | |
|--|--|------|-------------------|-------------|
| 3D Studio Max Fundamentals | | 1996 | New Riders | \$45.00 US |
| 3D Studio Max 2 Fundamentals | | 1997 | New Riders | \$45.00 US |
| 1001 Spot Illustrations of the Lively Twenties | | 1986 | Dover | \$9.00 US |
| Artist's Complete Guide to Facial Expressions | | 1990 | Watson-Guptill | \$35.00 US |
| American Typeplay | | 1996 | PBC International | \$35.00 US |
| The Animator's Workbook | | 1988 | Watson-Guptill | \$19.00 US |
| Best Calendar Design & Graphics | | 1995 | F&W Publications | \$51.00 CDN |
| The Best New Animation Design 2 | | 1997 | Rockport Pub | \$35.00 US |

School of Communication Arts

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|--|-----------------|------|-----------------------|-------------|
| Best Small Budget Self-Promotions | | 1996 | F&W Publications | \$42.00 CDN |
| Bottle Design: Beer Wine Spirits | | 1998 | Graphis | \$40.00 US |
| The Business of Illustration | | 1995 | Watson-Guptill | \$27.50 US |
| (1998) Canadian Internet Handbook | | 1998 | Prentice-Hall | \$25.00 CDN |
| Cartoon Animation | | 1995 | Walter Foster | \$25.00 US |
| Collage with Photoshop | | 1995 | F&W Publications | \$58.00 CDN |
| Complete Process Color Finder for Desktop | | 1995 | Rockport Publishers | \$36.00 CDN |
| Computer Graphics III | | 1996 | F&W Publications | \$51.00 CDN |
| Computer Graphics for Designers | | 1994 | Van Nostrand Reinhold | \$76.00 CDN |
| Computer Graphics for Designers & Artists | 2 nd | 1996 | John Wiley | \$40.00 US |
| Contemporary Designers | 3 rd | 1997 | St. James Press | \$160.00 US |
| Creating Logos & Letterheads | | 1995 | North Light Books | \$28.00 US |
| Creating Killer Web Sites: | | 1997 | Hayden Books | \$71.00 CDN |
| Creative HTML Design: HTML 4.0 | | 1997 | New Riders | \$57.00 CDN |
| Cyclopedia Anatomicae | | 1996 | Black Dog & Lewenthal | \$30.00 US |
| David Carson: 2 nd Sight Grafik Design After The End of Print | | 1997 | St. Martin's Press | \$50.00 US |
| Design Drawing | | 1994 | Van Nostrand Reinhold | \$28.00 CDN |
| The Design Encyclopedia | | 1994 | John Wiley | \$85.00 CDN |
| Design Essentials with Adobe Illustrator & Adobe Photoshop | | 1995 | Adobe Press | \$40.00 US |
| Design Literacy: | | 1997 | Watson-Guptill | \$20.00 US |
| Design 1935-1965 | | 1993 | Editions du Meridien | \$50.00 CDN |
| Designer Photoshop | | 1995 | Random House | \$30.00 US |
| Designer Posters | | 1996 | F&W Publications | \$51.00 CDN |
| Designer's Guide to Creating Charts & Diagrams | | 1991 | Watson-Guptill | \$22.50 US |
| Designing Creative Portfolios | | 1994 | Watson-Guptill | \$14.00 US |
| Designing for Children: The Art of Graphic Design | | 1994 | Watson-Guptill | \$48.00 CDN |
| Designing Multimedia | | 1996 | Peachpit Press | \$35.00 US |
| Dictionary of 20 th Century Design | | 1994 | Da Capo Press | \$19.00 CDN |
| Digital Character Animation | | 1996 | New Riders | \$55.00 US |
| Digital Cinematography | | 1997 | Ap Professional | \$40.00 US |
| The Digital Designer.. | | 1997 | Watson-Guptill | \$30.00 US |
| Digital Images - a Practical Guide | | 1995 | McGraw Hill Ryerson | \$39.00 CDN |
| Director 5 - Windows ed (Visual Quickstart) | | 1996 | Addison Wesley | \$25.00 CDN |
| Director 5 Demystified | | 1995 | Peachpit Press | \$40.00 US |
| Director 5 for MacIntosh (Visual Quickstart) | | 1996 | Peachpit Press | \$25.00 CDN |
| Elements of Typographic Style | | 1996 | Hartley & Marks | \$40.00 CDN |
| Elements of Web Design | | 1998 | Peachpit Pr | \$60.00 CDN |
| Encyclopedia of Animation Techniques | | 1996 | Running Pr | \$25.00 US |
| End of Print | | 1996 | Chronicle Books | \$35.00 CDN |
| Fantastic Figures, Ideas,.. Using the New Clay | | 1994 | C& T Publishing | \$22.00 US |

School of Communication Arts

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|---|----------------------|-----------------------|--------------|
| The Figure, An Approach to Drawing.. | 1984 | Writers Digest Books | \$19.00 US |
| Fresh Ideas for Designing with Black, White And Gray | 1996 | F&W Publications | \$43.00 CDN |
| Getting Unlimited Impact with Limited Color | 1994 | F&W Publications | \$41.00 CDN |
| Graphic Design: Inspirations and Innovations | 1995 | F&W Publications | \$42.00 CDN |
| Graphis Brochures 2 | 1996 | Graphis | \$76.00 CDN |
| Graphis Corporate Identity 2 | 1994 | Graphis | \$76.00 CDN |
| Graphis Design 98 | 1998 | Graphis | \$70.00 CDN |
| Graphis Diagram 2 | 1997 | Graphis | \$70.00 CDN |
| Graphis Digital Fonts 1 | 1996 | Graphis | \$70.00 CDN |
| Graphis Letterhead 3 | 1996 | Graphis | \$76.00 CDN |
| Graphis Logo 3 | 1996 | Graphis | \$72.00 CDN |
| Graphis Magazine Design 1 | 1998 | Graphis | \$70.00 CDN |
| Graphis Packaging 7 | 1997 | Graphis | \$76.00 CDN |
| Graphis Poster 97 | 1997 | Graphis | \$70.00 CDN |
| Graphis Student Design 97 | 1997 | Graphis | \$45.00 CDN |
| Graphis Web Design Now | 1998 | Graphis | \$70.00 CDN |
| Graphis World Trademarks: 100 Years | 1997 | Graphis | \$250.00 CDN |
| Great Design Using Non-Traditional Material | 1996 | North Light Books | \$30.00 US |
| The Grid: A Modular System for the Design And Production of Newspapers, Magazines | 1997 | Wiley | \$35.00 US |
| A History of Graphic Design | 1998 | John Wiley | \$60.00 US |
| A History of the Illustrated Book | 1997 | Thames & Hudson | \$40.00 US |
| How to Animate Film Cartoons | 1989 | Walter Foster | \$ 7.00 US |
| How to Create & Use Decorative Type | 1990 | F&W Publications | \$36.00 CDN |
| How to Make Clay Characters | 1997 | North List books | \$23.00 US |
| How to Shoot Stock Photos that Sell | 1996 | F&W Publications | \$29.00 CDN |
| HTML 4 for the World Wide Web | 1998 | Peachpit Press | \$25.00 CDN |
| Illusion of Life: Disney Animation | 1995 | Hyperion | \$60.00 US |
| Illustrator 7 Wow! Book | 1997 | Peachpit Press | \$56.00 CDN |
| Illustrator 7 for MacIntosh and Windows (Quickstart) | 1997 | Peachpit Press | \$20.00 US |
| Imaging Essentials | 1993 | Hayden Books | \$40.00 US |
| Information Design | 1998 | MIT Press | \$35.00 US |
| Innovative Low Budget Design | 1996 | F&W Publications | \$58.00 CDN |
| Inside 3D Studio Max Volume I | 1996 | New Riders Publishing | \$84.00 CDN |
| Inside 3D Studio Max Volume II | 1997 | Macmillan Computer | \$55.00 US |
| Interactivity by Design | 1995 | Hayden Books | \$40.00 US |
| (Harley Hahn's) Internet & Web Yellow Pages: 1998 | 5 th 1997 | Osborne/McGraw Hill | \$35.00 US |
| Learning Lingo | 1996 | Addison-Wesley | \$35.00 US |
| Low Budget High Quality Design | 1997 | Watson-Guptill | \$25.00 US |
| MacIntosh Bible | 6 th 1996 | Peachpit Press | \$30.00 US |
| Macromedia Design Guide | 1994 | Hayden Books | \$40.00 US |

School of Communication Arts

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|---|-----------------|------|---------------------------|----------------------|
| Macromedia Director Lingo Workshop | | 1995 | Hayden Books | \$45.00 US |
| Macromedia Director Lingo Workshop for MacIntosh | | 1996 | Hayden Books | \$45.00 US |
| Macromedia Director Lingo Workshop For Windows | | 1996 | Hayden Books | \$45.00 US |
| MacWorld Photoshop 5 Bible | | 1998 | IDG Books | \$50.00 US |
| Magazine Editorial Graphics | | 1997 | Books Nippan | \$70.00 US |
| Make Your Scanner a Great Design and Production Tool | Rev | 1998 | North Light Books | \$29.00 US |
| Making a Good Layout: | | 1992 | F&W Pub. | \$36.00 CDN |
| Modelling the Figure in Clay | | 1980 | Watson-Guptill | \$20.00 US |
| Multimedia - Making it Work | 3rd | 1994 | Macromedia | \$53.00 CDN |
| Multimedia and Communications Technology with CDROM | 2 nd | 1998 | Focal Press | \$60.00 US |
| The New Typography | | 1998 | Univ. California Pr | \$25.00 US |
| The Non-Designer's Web Book | | 1997 | Peachpit Press | \$42.00 CDN |
| Official Macromedia Director Studio | | 1995 | Random House | \$60.00 CDN |
| Painting With Computers | | 1995 | F&W Publications | \$58.00 CDN |
| Photography - For the Joy of It | | 1994 | Key Porter | \$25.00 US |
| Photoshop 4 Wow! Book MacIntosh Ed | | 1997 | Addison Wesley | \$45.00 US |
| Photoshop 4 Wow! Book Windows Ed | | 1997 | Addison Wesley | \$45.00 US |
| Photoshop 5 for Windows Bible | | 1998 | IDG Books | \$50.00 US |
| Photoshop 5 for Windows for Dummies | | 1998 | IDG Books | \$20.00 US |
| Pocket Guide to 35 mm Photography | | 1998 | Simon & Schuster | \$ 8.00 US |
| Pocket Guide to 35 mm Photography | | 1998 | Simon & Schuster | \$ 8.00 US |
| Pocket Guide to 35 mm Photography | | 1998 | Simon & Schuster | \$ 8.00 US |
| The Power of Logos | | 1997 | John Wiley | \$40.00 US |
| Pricing, Estimating and Budgeting | | 1996 | F&W Publications | \$41.00 CDN |
| Principles of Color Design | | 1997 | John Wiley | \$30.00 US |
| Principles of Form and Design | | 1997 | John Wiley | \$30.00 US |
| Principles of Two-Dimensional Design | | 1998 | John Wiley | \$20.00 US |
| Producing a First Class Newsletter | | 1994 | Self-Counsel Press | \$15.00 CDN |
| Production for Graphic Designers | | 1992 | Prentice Hall | \$67.00 CDN |
| Quarkxpress 4 for MacIntosh (Visual Basic) | | 1998 | Peachpit Press | \$19.00 US |
| Quick Solutions for Great Type Combinations | | 1994 | F&W Publications | \$39.00 CDN |
| Scanning - The Professional Way | | 1995 | McGraw Hill Ryerson | \$32.00 CDN |
| Stop Stealing Sheep and Find Out How Type Works | | 1993 | Adobe Pr (Prentice Hall) | \$25.00 CDN |
| Thames & Hudson Encyclopedia of 20 th Century Design and Designers | | 1993 | Thames & Hudson | \$15.00 US |
| Trade marks of the 20's and 30's | | 1989 | Chronicle Books | \$15.00 US |
| Typographic Design: Form & Communication | 2 nd | 1997 | Van Nostrand Reinhold | \$42.00 CDN |
| Typography 18: The Annual of the Type Director's | | 1997 | Watson-Guptill | \$60.00 US |
| The Ultimate 3D Skeleton | | 1997 | D&K Book Co. | \$40.00 CDN |
| Visual Design on the Computer | | 1994 | Chelsea Green | \$28.00 US |
| Number of books ordered: | 127 | | Approximate Value: | \$6728.00 CDN |

Appendix 4: Identified Classics (Authors, Titles, Subjects)

Creative Advertising (CAB):

Books on Advertising Moguls: eg:

Oglivy on Advertising

Leo Burnett

Sachi

All Advertising Annuals (Graphis, etc)

Audio Visual & Multi-Media Production (AVP) and Broadcasting Radio & Television (RTV):

Books by Herbert Zettl

Computer Graphics (CGT), Digital Media Animatin & Multimedia (DMA/ILT) and Graphic Design GRA/DEA)

Books by Wucious Wong

Books by Eadweard Muybridge

All Design Annuals (Graphis, etc)

Doreen S. London

PREPARED BY DOREEN LONDON, LIBRARIAN

Joyce Walton

REVIEWED BY JOYCE WALTON, FACULTY
SCHOOL OF COMMUNICATION ARTS

Carolyn Lam

APPROVED BY CAROLYN LAM, ACTING DIRECTOR,
LIBRARY RESOURCE CENTRES AND LEARNING CENTRES

Elizabeth MacLennan

APPROVED BY ELIZABETH MACLENNAN, CHAIR
SCHOOL OF COMMUNICATION ARTS

Janet Morcos

APPROVED BY JANET MORCOS, CHAIR
SCHOOL OF COMMUNICATION ARTS