Graphic Project
Resource Guide

Table of Contents

Part One: Development

1. **InDesign Layout**
   - Adobe.com Help Center InDesign Tutorials (+96 videos and courses, including InDesign Get Started course, Page layout course, Beginner projects, More InDesign tutorials, Key topics)
     https://helpx.adobe.com/indesign/tutorials.html

   - Lynda.com / LinkedIn Learning InDesign Training and Tutorials (experts-taught InDesign tutorials for beginner, intermediate and advanced skills levels, +5300 videos and 108 courses including InDesign 2020 Essential Training course, InDesign 2020 New Features and InDesign Secrets)
     https://www.lynda.com/InDesign-training-tutorials/233-0.html
     https://www.linkedin.com/learning/topics/indesign?u=74653514

   - Printing Set-Up and Margins
     Make sure to contact or ask for required pdf settings from printing distributor as it will affect the color modes, gutters, margines, and overall layout of the portfolio.

     Montgomery, Jeff. *Preparing Your Book For Print with InDesign*. OneBookshelf Publisher Service, 2019.
     https://onebookshelfpublisherservice.zendesk.com/hc/en-us/articles/360022160073-Preparing-Your-Book-For-Print-with-InDesign

     How do I make my content stretch all the way to the edge of the page (Full Bleed & InDesign)?. Lulu.com, Paul_Lulu, 2019.
     https://connect.lulu.com/en/discussion/33675/how-do-i-make-my-content-stretch-all-the-way-to-the-edge-of-the-page-full-bleed#latest

     Mandatory Print Book Distribution Requirements. Lulu.com, Vero_Lulu, 2019.
     https://connect.lulu.com/en/discussion/33632?_ga=2.236835393.1734886292.1579623279-1444723861.1578417285

2. **Narrative, Grids + Layout**
   Available books on portfolio design:
   * All books are available on shelf 405 on the 200 level on the Southest wall
   or have downloaded links attached to their titles.

- Ambrose, Gavin, and Paul Harris. The Layout Book. Lausanne, Switzerland: AVA Academia, 2007. Print. *(Located on reserved shelf)*

- Fletcher, Margaret. Constructing the Persuasive Portfolio: The Only Primer You'll Ever Need. Routledge, 2017. *(Located on reserved shelf)*

- *Hollis, Richard. Graphic Design: A Concise History. London: Thames & Hudson, 2011. Print. (Located on reserved shelf)*

- *Hollis, Richard. Swiss Graphic Design: The Origins and Growth of an International Style, 1920-1965. London: Laurence King, 2006. Print.* *((Located on reserved shelf)*

- Lewis, Karen. Graphic Design for Architects: A Manual for Visual Communication. Routledge, 2015. *(Located on reserved shelf)*

- Linton, Harold. Portfolio Design (Fourth Edition). W. W. Norton & Company, 2012. *(Located on reserved shelf)*

- Luescher, Andreas. The Architect's Portfolio: Planning, Design, Production. Routledge, 2010. *(Located on reserved shelf)*

- Marjanovic, Katerina Ruedi and Lesley Lokko. The Portfolio: An Architecture Student's Handbook. Architectural Press, 2003.
  (Online download)

- Müller-Brockmann, Josef. Grid systems in graphic design : a visual communication manual for graphic designers, typographers and three dimensional designers.Verlag Niggli, 2012. *(Located on reserved shelf)*

- *Samara, Timothy. Making and Breaking the Grid: A Graphic Design Layout Workshop. Gloucester, MA: Rockport, 2005. Print. (Located on reserved shelf)*

- *Tschichold, Jan. The Form of the Book: Essays on the Morality of Good Design. Point Roberts, WA: Hartley & Marks, 1991. Print. (Located on reserved shelf)*

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Version 01/2020

3. Typography
- *Websites:*
  - Graphic designer, Jeremiah Shoaf's website includes many resources available for everything related to typography:
  Shoaf, Jeremiah. *Typewolf*. 2013, Jeremiah Shoaf, 2020, https://www.typewolf.com/. Accessed 06 Jan. 2020.

  - *Referenced Book List:*
  Shoaf, Jeremiah. *A review of the Best Typography Books for Designers*. 2013, Typewolf Jeremiah Shoaf, 2020, https://www.typewolf.com/typography-books. Accessed 06 Jan. 2020.

- Books:
  - Elam, Kimberly. Grid Systems: Principles of Organizing Type. New York: Princeton Architectural, 2004. Print. *(Located on reserved shelf)*

  - Gill, Eric. An Essay on Typography. Boston: D.R. Godine, 1988. Print. *(Located on reserved shelf)*

  - *Jardí, Enric, and Enric Jardí. Twenty-Two Tips on Typography. Barcelona: Actar, 2007. Print. (Located on reserved shelf)*

  - *Kane, John. A Type Primer. Upper Saddle River, NJ: Pearson Prentice Hall, 2011. Print. (Located on reserved shelf)*

  - *Lupton, Ellen. Thinking with Type: A Critical Guide for Designers, Writers, Editors & Students. New York: Princeton Architectural, 2010. (Online download)*

  - *Lupton, Ellen. Indie Publishing: How to Design and Produce Your Own Book. New York: Princeton Architectural, 2008. Print. (Located on reserved shelf)*

  - *Lupton, Ellen. Type on Screen: A Critcal Guide for Designers, Writers, Developers, and Students. N.p.: Princeton Architectural, 2014. Print. (Located on reserved shelf)*

  - *Marshall, Lindsey, and Lester Meachem. How to Use Type. London: Laurence King, 2012. Print. (Online download)*

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Version 01/2020

- ○ *Ruder, Emil. [Typographie: A Manual of Design. Zurich: Verlag Niggli AG, Sulgen](), 2001. Print.* *(Located on reserved shelf)*

- GSAPP's GAP I References:
   - ○ Bringhurst, Robert. [The Elements of Typographic Style](). Hartley & Marks Publishers, Fourth edition, 2013. *(Located on reserved shelf)*

   - ○ Hochuli, Jost and Robin Kinross. [Designing Books: Practice and Theory](). Hyphen, 2004. *(Located on reserved shelf)*

4. **Photography Basics**
   - Lynda.com / LinkedIn Learning photography training and tutorials (in-depth courses in photography: how to shoot photos that tell a story, choose the right gear, create a photo book, and more. Tips on photo editing, studio photography, and lighting, too).
   https://www.lynda.com/Photography-training-tutorials/70-0.html
   https://www.linkedin.com/learning/topics/photography-2?u=74653514
   - GSAPP's Architectural Photography resources: basic terminology, camera modes, file formats (scan)
   https://cdn.filepicker.io/api/file/QvMLuyLVRGa6bSbKbkhL

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Version 01/2020

Part Two: Printing

1. **Paper Types**
   - GSAPP'S PAPER GUIDE:
     https://d37vpt3xizf75m.cloudfront.net/api/file/mxmSmdvTT1ieYWscVVrV

   - Paper Suppliers
     B&H Photo and Video
     https://www.bhphotovideo.com/c/browse/Printing-Paper/ci/20267/N/4051997281?origSearch=paper
     420 9th Ave, New York, NY 10001
     (212) 615-8820
     Note that the store closes at 1pm every friday, is closed Saturday and reopens Sunday at 10am.

     Adorama
     https://www.adorama.com/g/nyc-store
     42 W 18th St, New York, NY 10011
     (212) 741-0063
     Wide variety of inkjet papers used by photography professionals (similar to B&H)

     K&M Camera
     https://www.adorama.com/g/nyc-store
     368 Broadway, New York, NY 10013
     (212) 523-0954
     Wide variety of inkjet papers used by photography professionals

     Foto Care
     https://www.fotocare.com/
     41 W 22nd St, New York, NY 10010
     (212) 741-2990
     Wide variety of inkjet papers used by photography professionals

2. **Binding**
   - GSAPP'S PAPER GUIDE:
     https://d37vpt3xizf75m.cloudfront.net/api/file/Ma7a0apJTluatsWFLKxt
   - Specialty Binding Shops in NYC:

     Brewer-Cantelmo
     http://www.columbiacopy.org/
     109 W 27th St, New York, NY 10001

(212) 244-4600
EMAIL: bc@brewer-cantelmo.com
Binding Only: Cloth, Leather, Metal

Paper Dragon Books

https://www.paperdragonbooks.com/
56 Rudd Pond Rd, Brooklyn, NY 12546
(646) 633-7179
EMAIL: info@paperdragonbooks.com
Binding Only: Binder is an artist and will customize your project. See website for details.

3. **Websites**

- Granleese, Nic. *Websites for architects*. 2020, http://websitesforarchitects.org is a resource with tips geared towards architects and designers interested in building a website.
- *Referenced Book List for layouts, web design, and curation:*
  Shoaf, Jeremiah. *A review of the Best Typography Books for Designers*. 2013, Typewolf Jeremiah Shoaf, 2020, https://www.typewolf.com/typography-books. Accessed 06 Jan. 2020.

Website Platforms	Price	Pros	Cons
Cargo	GSAPP Student Code: **b06acd5b** *(December 2019 to December 2020) in the Promo Code area when upgrading a Cargo site. This provides a full one-year upgrade with no restrictions for the user. *A new code will be provided every year.* Please stay tuned to Arch & UD Career Services Newsletter.	- Allows creative control - 30+ templates to choose from - Can post video directly - One of the best user interfaces	-Needs HTML knowledge -No social tools or site analytics
WIX	- Free Version - Combo: $13/month - Best Value: $22/month	- Variety of templates and creative controls - Intuitive to use - Works across devices - Pixel-perfect adjustments	- Cannot switch templates without starting over - Mobile Site may need addition work - No access to your HTML and CSS
Square Space	- Personal: $12/month (annual)	- One of the best designs - Easy to change templates - Access to source files	- No free plan - limited layout flexibility

	- Business: $18/month (annual)	- Guides to gain online visibility	
Weebly	- Free basic use - Personal: $6/month (annual)	- Good for simple websites - Easy to change templates - Video and MP3 included - Access to source files	- Not for pixel precision - Drag and drop is limited - Fewer templates
WordPress	- Free Version - Personal: $4/month - Best for Freelance: $8/month	- Everything is customizable - Big pool for extra apps and plugins	- Need a lot of technical knowledge - No official support - Need a hosting provider to host
Adobe Portfolio	For Create Cloud users	- Instant image importing - Integration with Behance, Photoshop and other Adobe apps - Automated image resizing - Mobile friendly templates - Support from the large Adobe team	- Need to get own domain from another service - No email hosting - No access to CSS/HTML - No advanced SEO settings
Format	- Pro: $12/month - Pro Plus: $18/month	- Specialization - Intuitive to use - Access to source files	- Not as many templates and controls as other platforms
UCraft	- Free Website - Pro: $12/month	- over 80 templates - over 100 design layouts - Multilingual - Free SSL - 24/7 live support	- block based we builder - Can add 35 blocks per page

4. Print Shops in NYC and Online
NYC Area

Ivy League Stationers
http://ivyleaguenyc.com/
2955 Broadway, New York, NY 10025
(212) 316-9741
EMAIL: dadu@ivyleaguestationers.com
Plotting, photo prints, binding

Village Copier
http://www.villagecopier.com/
1181 Amsterdam Ave, New York, NY 10027
(212) 666-4777
Printing: digital (can use your own paper)
Binding: tape bind, plastic coil bind

Columbia University Print Services
https://print.columbia.edu/
106 Pulitzer Hall
2950 Broadway, New York, NY 10027
(212) 854-3233
EMAIL: printing@columbia.edu
Printing: digital printing, good selection of paper on hand
Binding: tape bind, plastic coil bind, stapling and saddle-stitching, perfect bind, spiral bind
Finishing: 2 and 3 hole drilling, laminating (Closed Saturday and Sunday)

Columbia Copy
http://www.columbiacopy.org/
2808 Broadway, New York, NY 10025
(212) 865-1212
EMAIL: columbiacopy@columbiacopy.org
Print online
Binding: Comb binding, coil binding

Print Icon
https://www.printiconnyc.com/
125 W 21st St, New York, NY 10011
(212) 255-4489
EMAIL: printicon.com
Printing: contact Bind: contact

Trilon Graphics
http://trilongraphics.com/
220 Anderson Ave, Moonachie, NJ 07074
(212) 255-6140
See Mark Strickler or Justin Strickler
Printing: digital, excellent paper choice
Binding: twin-loop, wire-o, plastic coil, saddle stitch, perfect, hard cover case, UV coating, screwpost, corner stitch
Other Services: round cornering, die creasing perforating, film laminating, UV coating, die cutting, embossing, foil stamping

Soho Reprographics, Inc
https://www.paperdragonbooks.com/
38 Vandam St, New York, NY 10013
(212) 925-7575 (ext. 115)
EMAIL: info@sohorepro.com
Online Submission
Printing: 20LB-100LB, specialty, cover stock
Binding: acco, coil, covers, tape, plastic comb, screw post, velo, wire-o

Village Print & Media
http://www.villageprint.com/
10 E 39th St, New York, NY 10016
(212) 869-9665
EMAIL: digital@villageprint.com
Online Submission: upload.villageprint.com
Printing: contact for info
Binding: contact for info
24/7

BestType Imaging
https://www.bestypeimaging.com/
285 W Broadway, New York, NY 10013
(212) 966-6886
EMAIL: bestypeimaging.com
Online Submission
Printing: contact for info
Binding: saddle-stitch, wire-o, perfect (same day or next day rush orders)

Unique Print NY

https://www.uniqueprintny.com/
252 Greene St, New York, NY 10003
(212) 420-9198
EMAIL: adam@uniqueprintny.com
Online Submission
Printing: contact for info
Binding: saddle-stitch, wire-o, perfect, spiral, coil, tape, velo, scoring, folding, laminating

ARC Document Solutions

https://www.e-arc.com/
256 W 38th St #3, New York, NY 10018
(212) 686-2436
Online Submission
Printing: contact for info
Binding: GBC plastic, wire, coil, perfect, staple, edge binding, screw post

ONLINE Printing and Binding

Paper Chase Press

https://shop.paperchasepress.com/
7176 W. Sunset Blvd.
Los Angeles, CA 90046
(323) 874-2300
EMAIL: info@paperchasepress.com
Custom Quote:
custom@paperchasepress.com
Online Orders:
standard@paperchasepress.com
Various Sizes
Printing: Silk, Bright white,
Binding: hardcover (linen, image wrap, layflat paper,), soft cover (Foil stamping, standard binding, saddle sewing, saddle stitching, wire-o, leather)

Blurb

https://www.blurb.com/
Create an account
Has plug-ins for Indesign
Various Sizes
Printing: Various options
Binding: Hardcover and soft cover (standard, premium, proline uncoated, proline pearl, standard layflat)

Lulu

https://www.lulu.com/
844-212-0689
Create an account
Various sizes
Printing: Various options
Binding: Perfect, coil, saddle stitch

MagCloud

https://www.magcloud.com/
Create an account
Templates available
Various sizes
Printing: Various options
Binding: Depends on publication