In Orange: Required course reading. In Blue: Relevant to $2008$ class project.

**Writing Machines.** By Katherine Hales.

**How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics.** By Katherine Hayles

**My Mother Was a Computer: Digital Subjects and Literary Texts.** By Katherine Hayles. *University of Chicago Press, 2005*

**Mobile Minded** by NL Design

**Looking Closer: Critical Writings on Graphic Design 1 - 5.** By Michael Beirut, Jessica Helfand, Steven Heller, William Drentelle, and Rick Poynor. Allworth Press.

**Citizen Designer: Perspectives on Design Responsibility.** By Steven Heller and Veronique Vienne

**Theory and Design in the First Machine Age.** By Reyner Banham. MIT Press.

**Designing Pornotopia.** By Rick Poynor

**Manufacturing Consent: Political Economy of the Mass Media.** By Edward S. Herman and Noam Chomsky

**No Logo.** By Naomi Klein. Published by Macmillan

**The Shock Doctrine** by Naomi Klein

**Obey The Giant.** By Rick Poynor

**Design Writing Research: Writing on Graphic Design.** By Ellen Lupton and Abbot Miller.


**Hiding.** By Mark C. Taylor

**Convergence Culture: Where Old and New Media Collide.** By Henry Jenkins. NYU Press. 2006.

**Herzian Tales: Electronic Products, Aesthetic Experience and Critical Design.** By Anthony Dunne

**Brand Hijack.** By Alex Wipperfurth

**Everyware: Dawning of the Age of Ubiquitous Computing.** By Adam Greenfield

**ME++: Cyborg Self and the Networked City.** By William Mitchell

**The Brand Gap.** By Marty Neumeier.

**Smart Mobs.** By Howard Rheingold

**Pattern Recognition.** By William Gibson

**The System of Objects.** By Jean Baudrillard

**The Dictionary of Brand.** By Marty Neumeier.

**Designing Brand Identity.** By Alina Wheeler

**Brand Aid.** By Michael Sorkin


**Content.** By Rem Koolhaas

**How to have a number 1 the easy way.** By Bill Drummond

**How To Be A Graphic Designer Without Losing Your Soul.** By Adrian Shaughnessy

**The World Must Change: Graphic Design and Idealism.** By Leonie ten Duis and Annelies Haase. Sandberg Instituut Publication.

**Design Studies: Theory and Research in Graphic Design (A Reader).** By Audrey Bennett, Editor. Princeton Architectural Press, 2006

**In the Bubble: Designing in a Complex World.** By John Thackara

**Influences: A Lexicon of Contemporary Graphic Design Practice.** By Anja Lutz, Anna Gerber, H Hellinge Klanten

**Communities Dominate Brands.** By Tomi T. Ahonen and Alan Moore

**Design beyond Design: Critical Reflection and the Practice of Visual Communication.** By Jan Van Toorn

**In Praise of Shadows.** By Jun’ichiro Tanizaki

**Mythologies.** By Roland Barthes

**The Singularity is Near.** By Ray Kurzweil

**The Age of Spiritual Machines.** By Ray Kurzweil

**1000 Years of Non-linear History.** By Manuel De Landa. Zone Books.

**History Out of Joint.** By Sande Cohen