

UCLA, DMA 150B S2008. Professor Rebeca Méndez Book List.

In Orange: Required course reading. In Blue: Relevant to S2008 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 Drentell, 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.

*Massive Change: A Manifesto for the Future Global Design Culture.* By Bruce Mau. Phaidon Publishers. 2005.

[Shaping Things.](#) By Bruce Sterling. MIT Press. 2005.

*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

*The Experience Economy: Work Is Theatre and Every Business a Stage.* By B. Joseph Pine II and James H. Gilmore. Published by Harvard Business School Press. 1999.

*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 Helling 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