

2008 LIBRARY MAGAZINES ADVERTISING

THE ILLINOIS INSTITUTE OF ART – CHICAGO

ONLINE RESEARCH DATABASES:

CQ Researcher- Current issues, controversial topics
EBSCOhost - Full-text articles covering a wide range of topics
Wilson - Full-text articles covering a wide range of topics
FirstSearch - Entry point to variety of databases
e Library - Images, full-text articles, newspapers, maps, radio/TV scripts
Hoover's Business- Business, company information
MarketLine Business - Business, company information
EBSCOhost Business Source Elite - Full-text articles on general business topics
Grove's Dictionary of Art - Full-text articles covering most art subjects
Proquest Nat'l newspapers: New York Times, etc. - Full-text newspaper articles
Encyclopaedia Britannica – Full-text encyclopedia articles
ProductScan-New product images and information worldwide by ingredient, type, company, etc.
CAMIO – art history images

RECOMMENDED TITLES: BOLD FACE TYPE

Adbusters

Advertising Age

Adweek

Applied Arts

Art in America

Archive (Lurzer's International) (ads)

Azure

Baseline

Black Enterprise

Brandweek

Business Week

Chicago Magazine

Chicago Sun Times

Chicago Tribune

CMYK Magazine (student design)

Communication Arts

Computer Arts

Computer Graphics World

Crain's Chicago Business

Creative Business

Creative Designer (online only)

Creativity

Design Graphics (Australian Graphic Design Assn.)

Design Issues: History, Theory, & Criticism

Digital Photography & Design

Dynamic Graphics

Electronic Publishing (online only)

Eye (graphic design)

Fast Company

Forbes

Fortune

Grafik (formally Graphics International)

Graphic Design USA

Graphis (U.S. & international design) 1954-present

Harvard Business Review

HDMI 3D

HOW (graphic design)

ID (International Design)

IDN (International Designers Network)

Inside Adobe InDesign

Inside Photoshop

Inside Web Design

Journal of Advertising

Journal of Broadcasting and Electronic Media

Journal of Marketing

Juxtapoz (art & culture)

Layers (Adobe Illustrator)

Leonardo (MIT Press)

Lürzer's International Archive (ads & posters, shelved
as *Archive*)

Mac Life

MacWorld

MediaWeek

New York Times

Package Design Magazine

Parkett (contemporary art)

PC World

Print

Psychology Today

Sales & Marketing Management

Step Inside Design

3D World

US Ad Review: The Best of American Print Advertising

Wall Street Journal

Web Designer

Z Magazine (culture, society, economy, politics, critical thinking)

Special Library Resources of Note: **Getty Images** – 500,000 online images

CORBIS images

SRDS (Standard Rate & Data Service) – advertising rates

Bacon's Media Directories

Advertising Red Books – agencies and advertisers

Encyclopedia of Major Marketing Campaigns

VTC(Virtual Training Co.) – online software training tutorials (<http://stu.aii.edu>)