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# Designer's Color Manual: The Complete Guide To Color Theory And Application



## Synopsis

The eye, the camera's lens, and the computer screen all treat color differently. This important addition to the designer's reference library helps resolve the differences among the numerous media that contemporary designers work with every day. Comprehensive in scope, it brings together key elements of color theory, practice, and application, addressing a wide range of issues specific to graphic design in both print and digital media. Beyond step-by-step techniques for managing color in modern graphic design practice, Designer's Color Manual also addresses topics which help designers understand color in a variety of disciplines, looking at historical color systems, color in art, and the psychology of color, among dozens of other topics. Author and designer Tom Fraser also takes other graphics-related practices into account -- interior design, digital rendering, packaging and merchandise design -- aiding the designer in mastering the far-reaching effects of color in almost any project. Heavily illustrated with over 1,000 color images, Designer's Color Manual addresses an area that's been gray for too long in the full-color world of contemporary design.

## Book Information

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## Customer Reviews

Tom Fraser has over ten years experience designing books, marketing materials, and advertisements. Today he is creative director at Designer Training Ltd. in London. Adam Banks is former Editor-in-Chief of MacUser UK , and has worked with digital imaging since the early 1980s. He lives in London.

Great book, terrible condition

Perfect for interior design students or any other related major. Has become part of my library, reference this book constantly.

I'm using this for school. It's full of picture and illustration; very well explained. Also a very high quality print.

This book is pretty neat. Very detailed--it's thick with plenty of material and it makes a nice reference book. If you're a beginner to color theory (like me) this book will help you ease into it.

text book is as anticipated, being used for college class, arrived quicker than expected, excellent condition

Seller was great! I received the book very quick :) The book was helpful with my Color Theory class.

It arrived On time, was useful in color experimentation, and the book was good quality. It did take longer than expected to arrive though

I bought this book because I don't have an arts background, but am starting to expand my efforts in the field of graphic design. This book is laid out in a superb format. Each sub topic spans only a single double page, and there are plenty of pictures and captions to illustrate and reinforce the points raised. The subject area is broad, and many different aspects of colour are covered ranging from the history and perception of colour to issues such as colour blindness right through to some common Photoshop techniques for colour correction. As I sat holding this pleasantly heavy book in my hand it occurred to me that I felt as if I was being drawn back into my childhood, staring with fascination into those "how things work" encyclopedia-style books with cut-out cross-sections of machines and other interesting tidbits. Do you remember how you could just keep looking at those types of books time and time and again, and just look at the pictures and captions if you wanted to? This is a book that I feel I could put on my coffee table rather than my reference bookshelf, but that by no means that it is not useful as a reference, at least for me. If you are looking for detailed examination of something specific then you may want to choose a different book, but if you want to get a broad overview and awareness of something we are surrounded by all the time (colour!), then

I think this is an excellent choice.

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