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Understanding Color: An Introduction for Designers

Linda Holtzschue

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Understanding Color: An Introduction for Designers Linda Holtzschue
Make Sound Color Choices

Now in an updated Fourth Edition, *Understanding Color* helps you connect the dots between your emotional, intuitive responses to color and the theories that explain them. From this authoritative and easy-to-follow resource, you'll learn how to use color more comfortably, creatively, and effectively than ever before.

Take your work to the next level by exploring how different light sources affect color rendition, how placement changes color, how to avoid costly color mistakes, and how to resolve the color problems that frequently confront design professionals. This edition is full of powerful new features that reflect the latest issues in color and design, including:

- Expanded and revised content in nearly 35% of the book.
- Coverage of a broad range of design disciplines.
- Ideas from the major color theorists that reinforce content, rather than emphasizing what is correct or incorrect.
- Discussion of color created by traditional media and digital design, and the issues that arise when design moves from one medium to another.
- Innovative coverage of color marketing issues.
- Helpful tips for using color in the working environment.
- An online workbook with valuable exercises that reinforce color concepts.

Understanding Color, Fourth Edition is an unparalleled source of authoritative information and practical solutions for students and professionals in all fields of design.

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Spent a free time to be fun activity to accomplish! A lot of people spent their spare time with their family, or their very own friends. Usually they undertaking activity like watching television, likely to beach, or picnic in the park. They actually doing same every week. Do you feel it? Do you wish to something different to fill your current free time/ holiday? Could possibly be reading a book might be option to fill your free time/ holiday. The first thing that you'll ask may be what kinds of reserve that you should read. If you want to test look for book, may be the guide untitled Understanding Color: An Introduction for Designers can be very good book to read. May be it may be best activity to you.

William Fields:

Reading can called thoughts hangout, why? Because if you are reading a book specially book entitled Understanding Color: An Introduction for Designers the mind will drift away trough every dimension, wandering in every single aspect that maybe unknown for but surely can become your mind friends. Imaging every single word written in a book then become one type conclusion and explanation this maybe you never get just before. The Understanding Color: An Introduction for Designers giving you a different experience more than blown away your thoughts but also giving you useful details for your better life with this era. So now let us demonstrate the relaxing pattern at this point is your body and mind will be pleased when you are finished studying it, like winning a sport. Do you want to try this extraordinary investing spare time activity?

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