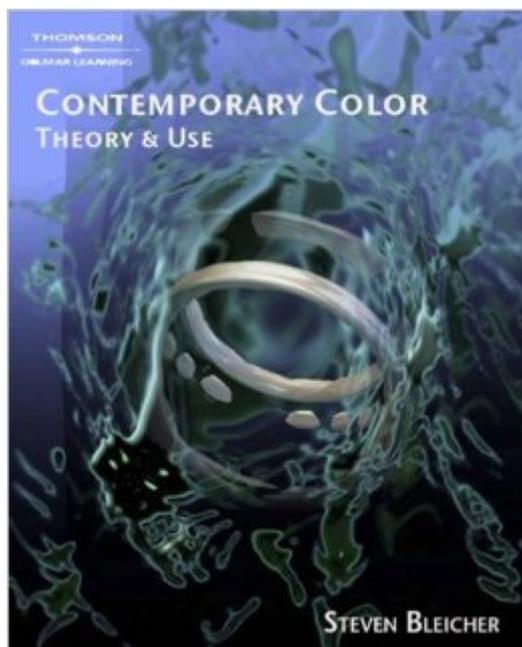The book was found

Contemporary Color (Design Concepts)

Synopsis

This beautifully produced and lavishly illustrated introduction to contemporary color offers working artists valuable insight into traditional color theory while examining the effective use of color in digital applications and 3D design work. Written by a leading design educator whose work is widely exhibited, Contemporary Color features a balanced examination of theory and its practical application in a technology-driven world. Topics range from color perception, color harmonies, pigments, colorants, and paints to digital color and 3D design. An intriguing discussion of the psychological impact of color and the future of color add a stimulating dimension to the book. Thoughtful contributions on creativity and best practices round out the inclusive coverage.

Book Information

Series: Design Concepts

Paperback: 192 pages

Publisher: Course Technology; 1 edition (August 18, 2004)

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Product Dimensions: 9.9 x 8 x 0.4 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.1 out of 5 stars See all reviews (9 customer reviews)

Best Sellers Rank: #944,171 in Books (See Top 100 in Books)   #124 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Art   #1178 in Books > Textbooks > Computer Science > Graphics & Visualization   #1353 in Books > Arts & Photography > Graphic Design > Techniques > Use of Color

Customer Reviews

I find the book engaging and an excellent guide for the first year student. My only criticism and it is a deep criticism of the authors biased against religion and his lack of self education on the subject. The sentences and paragraphs that follow or mention religion are not logical. So skip the author biased history of religion and if you are a beginner to digital art and color theory this book is enthralling.. The author presents an open minded and broad interdisciplinary approach to color theory that are all well worth consideration and deep reflection;' again especially to the student of interdisciplinary studies. The book is a valuable and a good first reader for many who are interested in contemporary theory: from art to hard science, to psychology to psychiatry, it is a insightful read

for the beginner and the professional. Remember to graze over his religious statements. He is misinformed, a common occurrence in 20th century humanities studies.Negative Points For Religious bias and printing Misinformation. Not his fault he is only writing what he was taught without checking the documents for himself.

I found this to be an ecellent book on the subject of color and it's relationship to the art, graphic, and design world. I would have loved to have taken the course which uses this book as their study guide art the Art Institute of Tampa, but they only deal with Degree seeking students. You will find it very relative to the use of color in the Art, Graphic, and Design areas, especailly in the practical use of color in the real world.

I purchased this for my son when he was taking a college course that required it. He has finished the course now, and I have already resold it.

Felt it was more of a review but did like how the majority of the book was on Color and not every element under the sun

This book, like many textbooks on the subject, is slightly biased and some information is based on scientific theories about the human body and psyche, and are not explained as such. Although, this book makes it much more enjoyable to read about color theory on the whole! Information is presented in an easy-to-read and easy to comprehend manner.

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