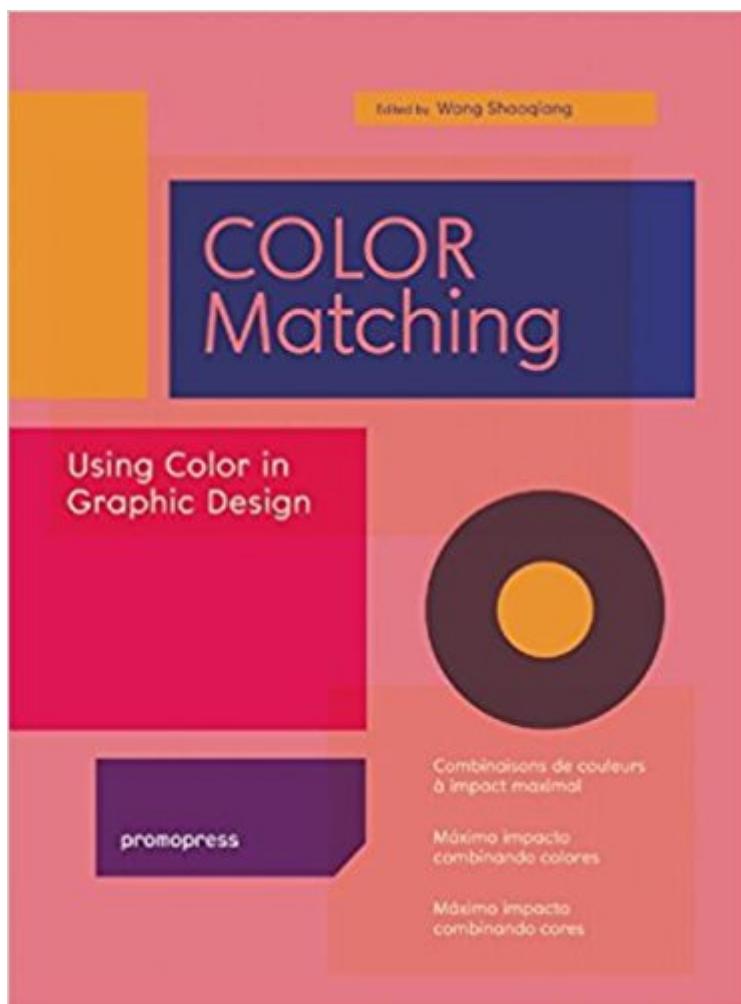


The book was found

Color Matching: Using Color In Graphic Design



Synopsis

What is the impact of colour in communication? Colours convey feelings and emotions to everyone and are often associated with specific ideas. This exciting and inspiring reference book explores the use of colour within the universe of graphic design, offering a fresh and innovative perspective on an issue that is essential for any professional in the field. Through contributions from more than a hundred renowned designers, *Color Matching* presents a stunning gallery of examples of the different roles played by colour in graphic design. Be it branding, editorial design or packaging projects, the designers explain how colours and their multiple combinations are employed simultaneously and strategically in order to enhance the power of their message and strengthen the efficacy of graphic language. With a lavish format and hundreds of illustrations and photographs, *Color Matching* is the quintessential guide for understanding and mastering the use and combining of colours in the world of graphic design and communications.

Book Information

Hardcover: 240 pages

Publisher: Promopress (November 18, 2014)

Language: English

ISBN-10: 841596725X

ISBN-13: 978-8415967255

Product Dimensions: 1 x 8.5 x 11.2 inches

Shipping Weight: 2.9 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #720,156 in Books (See Top 100 in Books) #102 in Books > Arts & Photography > Graphic Design > Commercial > Branding & Logo Design #371 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #1009 in Books > Arts & Photography > Graphic Design > Techniques > Use of Color

Customer Reviews

Wang Shaoqiang is a professor at the Guangzhou Academy of Fine Arts, where he is dean of the design, visualization and animation department. He is the founder of Sandu Publishing, whose titles focus on international design, architecture, branding, communication, trends and culture, and the editor of *Design 360* magazine and *Asia-Pacific Design*. He has been invited to lecture at numerous universities, design academies and organizations, and he has also been a jury member for China's most prestigious design and illustration awards.

"Few can deny the immense power of colour. It transcends the boundaries of art, design, photography, architecture and fashion. It possesses physical, sensual, spiritual and intellectual qualities. Throughout history, philosophers, scientists, mathematicians and artists from Pythagoras and Aristotle to Newton and Albers have sought to explain its mysteries. We have all read their theories. We know what yellow does to our mood. And yet, for all of their systemization and categorization, why a particular shade, or combination of shades, can touch our soul still remains completely and utterly inexplicable." From the foreword by Marta Cutler and Vanessa Eckstein (Blok Design)

Very tasteful, modern color combinations.. It may give lots of creative ideas to those preparing slide presentations or working on market branding. Without an accompanying RGB code however identifying the exact color remains to be a guess work.

A great book for designers. A lot of inspiration inside

[Download to continue reading...](#)

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Color Matching: Using Color in Graphic Design Color Design Workbook: A Real World Guide to Using Color in Graphic Design Color Design Workbook: New, Revised Edition: A Real World Guide to Using Color in Graphic Design Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality Using Photoshop (Graphic Design, Digital Photography and Photo ... Adobe Photoshop, Graphic Design Book 1) "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Shapes: Geometric Forms in Graphic Design (Graphic Design Elements) Graphic Design School: The Principles and Practice of Graphic Design Graphic Design, Referenced: A Visual Guide to the Language, Applications, and History of Graphic Design TYPOGRAPHY: ESSENTIALS: The FUNDAMENTALS of having BEAUTIFUL Type for Print and Website Graphic Design (Graphic Design, Graphics, Photography Lighting, ... for Beginners, Artists, Illustrator, Adobe) Fundamentals of Color: Shade Matching and Communiation in Esthetic Dentistry Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition)

Graphic Icons: Visionaries Who Shaped Modern Graphic Design Effortless Outfits: The Men's Guide to Matching Clothes for Powerful Impression in Personal and Professional Life How to make a simple beaded bracelet and matching bracelet watch: Step by Step Guide Space Matching Game: Featuring Photos from the Archives of NASA Fantastical Fairies Matching Game Flora and Friends Matching Game Alain GrÃƒÂ©e Animals Matching Game

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)