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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

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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've 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

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