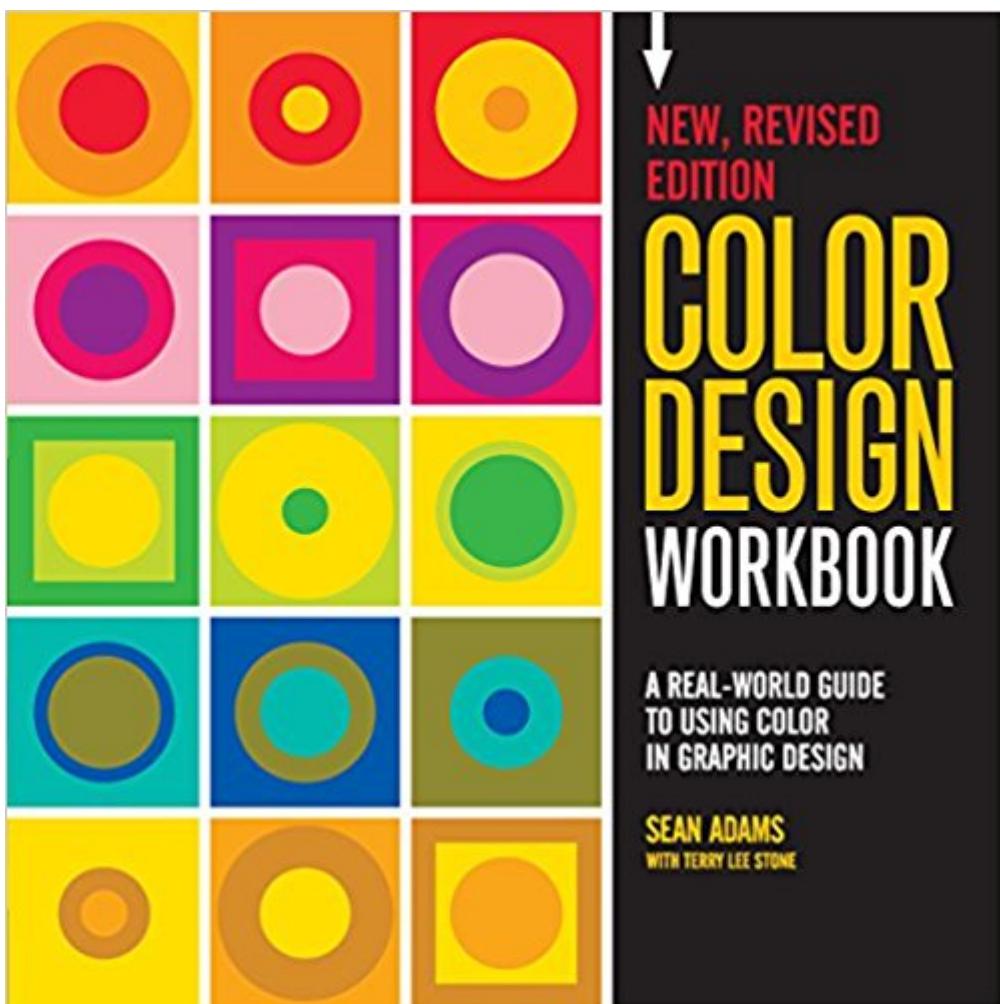The book was found

Color Design Workbook: New, Revised Edition: A Real World Guide To Using Color In Graphic Design

Synopsis

Since color is such an important part of graphic design, designers need the most up-to-date, as well as the most fundamental, information on the subject to have the tools needed to use color effectively. From the meanings behind colors to working with color in presentations, this book provides readers with the vital information needed to apply color creatively and effectively to their design work. Readers also receive guidance on talking with clients about color and selling color ideas. The science behind color theory is also explained in easily understood language, and case studies are included to show the effects some color choices had on both their clients and consumers.

Book Information

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Customer Reviews

Sean Adams is the Executive Director of the Graphic Design Graduate Program at ArtCenter, founder of Burning Settlers Cabin studio, and on-screen author for lynda.com/Linked In. He is the only two term AIGA national president in AIGA's 100-year history. In 2014, Adams was awarded the AIGA Medal, the highest honor in the profession.He is an AIGA Fellow and an Aspen Design Fellow. He has been recognized by every major competition and publication including; How, Print, Step, Communication Arts, Graphis, AIGA, The Type Directors Club, The British Art Director's Club, and the Art Director's Club. Adams has been exhibited often, including a solo exhibition at the San Francisco Museum of Modern Art. Adams is an author of multiple magazine columns and several

best-selling books. He has been cited as one of the 40 most important people shaping design internationally, and one of the top 10 influential designers in the United States.Previously, Adams was a founding partner at AdamsMorioka. His clients have included the Academy of Motion Picture Arts and Sciences, Disney, Mohawk Fine Papers, the Metropolitan Opera, Los Angeles County Museum of Natural History, Richard Meier & Partners, Sundance, and the University of Southern California.

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