DESCRIPTION

THE PERCEPTION, UNDERSTANDING, AND USES OF COLOR#EXPANDED AND REFRESHED

Understanding Color is an essential resource for those needing to become proficient in color for business applications. The peerless treatment of this critical subject is beautifully illustrated with real-world examples. Designers have turned to this guide for nearly a generation for its authoritative and accessible instruction. The knowledge contained in this book sets you apart from other designers by enabling you to:

• Contribute more effectively to discussions on color harmony, complete with a vocabulary that enables in-depth understanding of hue, value, and saturation

• Apply the most-up-to-date information on digital color to your projects

• Address issues involved when colors must be translated from one medium to another

• Troubleshoot and overcome today's most common challenges of working with color

Full-color images showcase real design examples and a companion website features a digital workbook for reinforcing color concepts. From theory and practical implementation to the business and marketing aspects, Understanding Color helps you gain a deep and discriminating awareness of color.
ABOUT THE AUTHOR

LINDA HOLTZSCHUE is principal at Linda Holtzschue and Associates, an interior design firm based in New York City. She taught color theory and related courses at the Fashion Institute of Technology and Parsons School of Design, where she served as Assistant Dean. Her work has appeared in New York Times Magazine and Better Homes and Gardens.

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