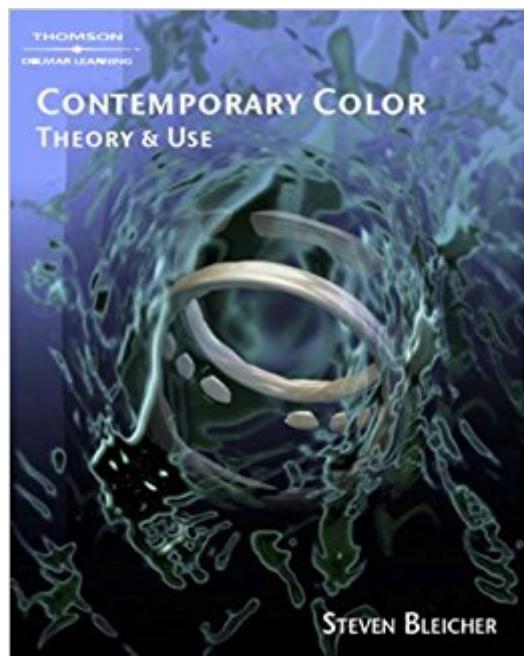The book was found

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

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Shipping Weight: 1.2 pounds

Average Customer Review: 3.7 out of 5 stars   9 customer reviews

Best Sellers Rank: #655,041 in Books (See Top 100 in Books)   #71 inÃ Â Books > Crafts, Hobbies & Home > Antiques & Collectibles > Art   #777 inÃ Â Books > Textbooks > Computer Science > Graphics & Visualization   #940 inÃ Â Books > Arts & Photography > Graphic Design > Techniques > Use of Color

Customer Reviews

Steven Bleicher is a tenured professor in the Visual Arts Department at Coastal Carolina University. After receiving his B.F.A. and M.F.A. from Pratt Institute, Professor Bleicher worked and taught at the New York Studio School of Drawing, Painting and Sculpture; the State University of New York; Brooklyn College; and Marian College. He also served as a senior faculty member in the Arts and Humanities Program at the Art Institute of Fort Lauderdale and was assistant dean of the School of Art and Design at the Fashion Institute of Technology. In addition to teaching, Professor Bleicher is active as a visiting lecturer and consultant on color psychology for clients including Staples, Inc., and The Savannah College of Art and Design. He is also an accomplished artist whose work is

included in many major collections and has been widely exhibited in numerous solo and group exhibitions both nationally and internationally.

I didn't realize it was a college course book. But I have a friend who will love it.

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

I somehow just love this book. Very interesting and easy to read. Great condition, too!

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.

This book is packed full of useful information, and is laid out in an easy-to-read interesting way. I actually look forward to reading assignments in the class this textbook is for!

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.

They were quick to ship the item and the book was in PERFECT condition! Will shop with them again,

Contemporary Color (Design Concepts) 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) Ultimate 3-in-1 Color Tool: -- 24 Color Cards with

Numbered Swatches -- 5 Color Plans for each Color -- 2 Value Finders Red & Green Color Charts: Color Collection Edition: 50 Color Charts to record your color collection all in one place How To Color Adult Coloring Books - Adult Coloring 101: Learn Easy Tips Today. How To Color For Adults, How To Color With Colored Pencils, Step By Step ... How To Color With Colored Pencils And More) Chirelstein's Federal Income Taxation: A Law Student's Guide to the Leading Cases and Concepts (Concepts and Insights) (Concepts and Insights Series) 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 Design, When Everybody Designs: An Introduction to Design for Social Innovation (Design Thinking, Design Theory) Color Charts: 50+ Coloring Charts to Organize Your Color Schemes, Test Your Supplies Before You Color, and Find the Perfect Colors for Every Project! The Elements of Color: A Treatise on the Color System of Johannes Itten Based on His Book the Art of Color Color Psychology and Color Therapy: A Factual Study of the Influence of Color on Human Life How To Color With Colored Pencils: Color Palettes. Coloring Techniques For Adults. (How To Color Adult Coloring Books With Colored Pencils) How To Color Adult Coloring Books - Adult Coloring 101: Learn Easy Tips Today. How To Color For Adults, How To Color With Colored Pencils, Step By ... Books With Colored Pencils) (Volume 1) Color Choices: Making Color Sense Out of Color Theory Basics of Design: Layout & Typography for Beginners (Design Concepts) Making Color Sing, 25th Anniversary Edition: Practical Lessons in Color and Design Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else What Color Is Your Parachute? for Teens, Third Edition: Discover Yourself, Design Your Future, and Plan for Your Dream Job (What Color Is Your Parachute for Teens) Full-Color Heraldic Designs CD-ROM and Book (Dover Full-Color Electronic Design)