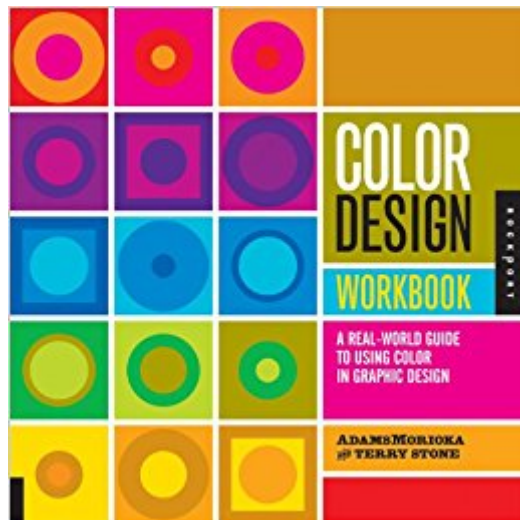




The book was found

Color Design Workbook: A Real World Guide To Using Color In Graphic Design



Synopsis

Now in Paperback! 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

AdamsMorioka (Beverly Hills, CA) was founded in 1993, the firm has been globally recognized by every major competition and designation including; Communication Arts, AIGA, Graphis, The Type Directors Club, The British Art Director's Club, ID, and the New York Art Director's Club.

AdamsMorioka was recently given a solo exhibition by The San Francisco Museum of Modern Art. Adams and Morioka hold the honor of being named to the ID40, who has cited them as two of the 40 most important people shaping design internationally. Sean and Noreen are both Fellows of the International Design Conference at Aspen and advisors on the Appleton Design Council. Sean is a past member of the AIGA National Board, and a faculty member at CalArts. Noreen is a past president of AIGA/LA, and chair of the AIGA National President's Council. AdamsMorioka's clients

include ABC, MTV Networks, Gap, Old Navy, Frank Gehry Associates, Nickelodeon, Oxygen, VH1 and Sundance. They are also the authors of the Logo Design Workbook.

I bought this book expecting to find guidance on how colors work and how to use them. The book provides this, but not in the way I expected. If you are looking for:- A deep discussion of color theory with specific examples of what works and what does not or- Insights from industry about how the choice of colors can affect production costs, choice of material, etc or- Information about tools that can help with color selection, matching or proofing, DON'T buy this book. This book is about color palettes only and its approach is to give you lots of examples from the real world, from which *you* must build your own understanding of color. As a survey of the use of color by many well-known designers for clients of all kinds, this book excels. The most valuable parts are not the examples themselves, but the text accompanying them where the designers outline the reasons for their choices. All this is perhaps clear from the title, but I didn't think so. A severe shortcoming of this book is it provides no examples where a choice of colors failed--for whatever reason. Since readers have consistently criticized Rockport's use of the word "Workbook" for books in this series, let me suggest a way of looking at it that justifies it. The way I used this book was to go through an example, look at every line, fill, shading or photograph and use the color palette in several ways in some designs I cooked up-- constantly experimenting--until I felt I understood how those colors interacted and changed their overall feel. That's the workbook aspect that totally worked for me so I have no problems with this book being called a "Workbook". If you regularly read graphic design sites/blogs, you won't find anything new in this book. But if you are starting on the path to understanding color in graphic design, this is a great resource.

Lacks content. Too much reference material for my use.

I learned so much.

The title is misleading. This is not a "workbook". I would call it more of an "idea" book. If you read it cover to cover, you will learn a lot about color theory and how to use colors in the right way. If you are just getting started in graphic design or are even thinking about pursuing it as a career, this is a nice book to have on your shelf. However, if you are looking for a book that instructs and allows you to check your progress, this isn't what you need.

For the life of me, I could not understand how and why some colors worked with others while others didn't. This book showed very clearly and explained the reasons behind it using many masters of color theory to get the point across.

This book is more of a reference instead of a workbook. Even then, it does not contain an acceptable index, glossary, or table of contents. There are three pages one can remove from this book to use as a reference and throw the rest of the book away.

The walk through is incredible it guides with examples that you can relate to

good color patterns -

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