Understanding Color: An Introduction for Designers, 2nd Edition

By Linda Holtzschue

Understanding Color: An Introduction for Designers, 2nd Edition By Linda Holtzschue

Reliable theory and practical solutions for every color-related design problem Prepare to change the way you look at color. In Understanding Color, Second Edition, Linda Holtzschue shows you how to forge an alliance between your emotional, intuitive response to color and the theories that explain it. More importantly, she shows you how to use color more comfortably, creatively, and effectively than ever before.
Mastering basic color concepts through straightforward, easy-to-follow instruction, you'll learn how different light sources affect color rendition, how placement changes colors, how to avoid costly color mistakes, and how to resolve the typical color problems that confront design professionals. This Second Edition is full of powerful new features that reflect the latest issues in color and design, including:
* A new chapter on the challenges of designing with color on the computer
* Comprehensive coverage of color marketing issues
* Scores of new illustrations
* An important workbook section with exercises to reinforce color concepts
* Valuable tips for using color in the working environment
For students and professionals in graphic design, architecture, interior design, landscape architecture, and industrial and textile design, Understanding Color, Second Edition is an unparalleled source of authoritative information and practical solutions for virtually every color-related design problem you will encounter in your work.

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Editorial Review

From the Back Cover
Reliable theory and practical solutions for every color-related design problem

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About the Author
LINDA HOLTZSCHUE is Principal of Linda Holtzschue and Associates, a New York-based interior design firm. She has taught color theory and related courses at Parsons School of Design and the Fashion Institute of Technology, and is the former assistant dean of the AAS degree program at Parsons.

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