

Color Design Workbook: A Real World Guide to Using Color in Graphic Design

By Sean Adams, Terry Stone, Noreen Morioka

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Since color is such a 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.

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Editorial Review

About the Author
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.

Users Review

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