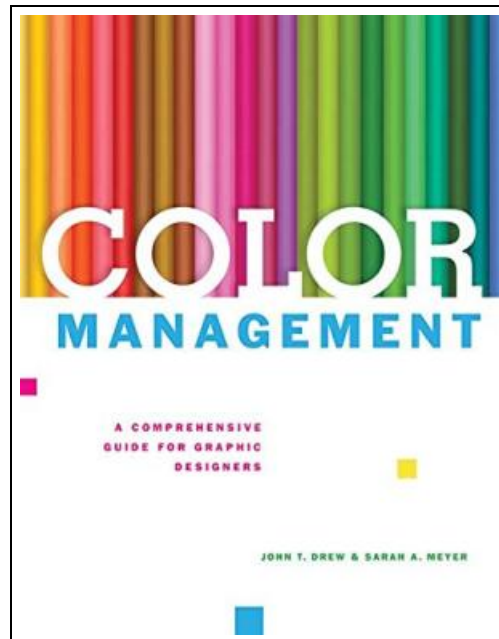


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Complete information! Its such a great study. It is probably the most amazing book i have got study. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Mr. Roger Luettgen III)

COLOR MANAGEMENT: A COMPREHENSIVE GUIDE FOR GRAPHIC DESIGNERS (PAPERBACK)



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Allworth Press, United States, 2012. Paperback. Condition: New. Reprint. Language: English . Brand New Book. Whether they are working in print, interactive, environmental, or web-based design, designers will learn how to apply color theory to their work in order to communicate and entertain. Graphic design professors John Drew and Sarah Meyer explain all of the technical issues that are relevant to communicating with color in 2-D and 3-D environments and in still and moving images. This invaluable guide arms designers with all the in-depth technical information that they need about color theory, color systems, mixing, removal, pigments, inks, papers, and printing. Graphic design students and educators will also appreciate Drew and Meyer s considerations of how human beings perceive and react to color in every aspect of their daily lives. Featuring over 200 dynamic samples of graphic design and color usage from around the world, this guide is an unrivaled resource and an excellent choice for course adoptions.



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