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100's visual COLOR COMBINATIONS

Matt Woolman
£18.99 / \$34.95 PVC flexi-bound (cover)
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160 pages, 8" x 8"
Over 400 full-colour illus
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angela patchell books
GRAPHIC DESIGN
Readership: Graphic designers

- attached FREE CD with color palettes for Mac & PC



Publicity:

Reviews in all the graphic and practical arts magazines and on-line resource educational sites.

Matthew Woolman is an associate professor and chair of the Graphic Design Program in the School of the Arts, Virginia Commonwealth University. He teaches sequential design, typography and design theory, strategy and management. He is founder and principal of PLAID Studios and co-author, with Jeff Bellantoni, of the original Type in Motion .

Description:

This book features hundreds of color mixes and combinations. Discover the subliminal and emotional meaning of each color family, together with hundreds of the best color combinations for getting that message across. Color combinations communicate moods ranging from calm to angry. Apply these ideas to your design work and illustrations for all your projects — logo's, packaging, advertising, signage, layouts, web sites and illustration!

In this one edition, there is everything you need to make color work in your designs. We have used CMYK to give you the professional's print mixes that will be accurate and printable. The book is divided by color and mood; we have inspiration boards to show you how you can create a color theme throughout your design project.

The FREE attached DVD showcases color combinations moving across the screen to show how color can enhance the moving image.

