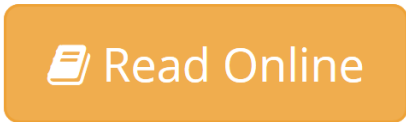





Designer's Color Manual: The Complete Guide to Color Theory and Application


By Tom Fraser, Adam Banks



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The eye, the camera's lens, and the computer screen all treat color differently. This important addition to the designer's reference library helps resolve the differences among the numerous media that contemporary designers work with every day. Comprehensive in scope, it brings together key elements of color theory, practice, and application, addressing a wide range of issues specific to graphic design in both print and digital media. Beyond step-by-step techniques for managing color in modern graphic design practice, *Designer's Color Manual* also addresses topics which help designers understand color in a variety of disciplines, looking at historical color systems, color in art, and the psychology of color, among dozens of other topics. Author and designer Tom Fraser also takes other graphics-related practices into account -- interior design, digital rendering, packaging and merchandise design -- aiding the designer in mastering the far-reaching effects of color in almost any project. Heavily illustrated with over 1,000 color images, *Designer's Color Manual* addresses an area that's been gray for too long in the full-color world of contemporary design.

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Editorial Review

About the Author

Tom Fraser has over ten years experience designing books, marketing materials, and advertisements. Today he is creative director at Designer Training Ltd. in London.

Adam Banks is former Editor-in-Chief of MacUser UK , and has worked with digital imaging since the early 1980s. He lives in London.

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