



Understanding Color: An Introduction for Designers, 2nd Edition

Linda Holtzschue

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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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