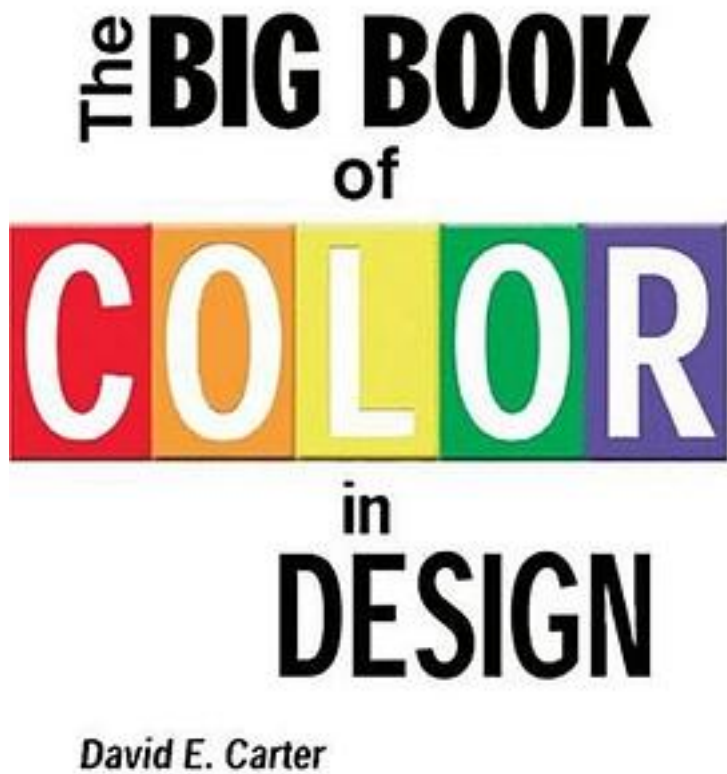# The Big Book of Color in Design

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著者:David E. Carter

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Book Description

Now available in paperback, The Big Book of Color in Design focuses on color as a tool to create moods and symbolic images.The book is categorized into 30 different sections, such as "classy," "hot," "regal," or "corporate." Each section

features current graphic design projects that fit into these moods.

For each of the featured projects, a "color chip" appears, with the CMYK formula for creating a similar tone. In all, hundreds of examples of use of color in brochures, ads, logos and other categories of graphic design appear in this breakthrough book.

作者介绍:

About the Author

A noted authority on the subjects of graphic design, logo design, and corporate branding, David E. Carter has produced over 100 best-selling books in those fields, including The Big Book of Logos, The Big Book of New Design Ideas, and The Big Book of Business Cards. He is currently working on several new corporate identity books.

目录:

标签

设计

艺术

design

color

颜色

wishlist

book

Collins

评论

被这里面的色彩设计迷得七荤八素~就是英语被搞得七晕八倒滴

老漂亮的，装装门面也好

外版的广告设计书，不错。我也有一本，低价出售呵呵···需要的朋友可以找我啊

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书评

工具书、参考书。 都是比较有代表性的近现代色彩设计的例子。
但是：色标给的不是很准确。 配色弄出了不同的系统和情态，值得参考。
但是：是以美国为主体的色彩情态，会有些细微差异。

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