E-Design: Digital Colour for the Internet and other Media

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Creative use of colour is one of the key components in any great piece of design. Nowadays, however, the traditional skills and techniques of designing with colour cannot simply be transferred from print to screen-based design. Within this title, the author sets out the basic science and lays down some much needed rules for colour in the digital media. Visually oriented, the author transmits the information mainly by non-textual means making it clear and easy to understand at all levels.

Each chapter, including 'The Meaning of Colour,' 'The Computing of Colour' and 'Digital Colour,' combine explicative graphics with multi-layered informative text and demonstrations. This book is set to become a standard for all students and professionals using colour on the screen.

作者介绍:

Carola Zwick is Professor of Interface Design at the University of Applied Science in Magdeburg-Stendal, Germany. She is also co-author of Navigation for the Internet and other Digital Media.

目录:

[E-Design: Digital Colour for the Internet and other Media_下载链接1_](#)

标签

评论

[E-Design: Digital Colour for the Internet and other Media_下载链接1_](#)

书评

[E-Design: Digital Colour for the Internet and other Media_下载链接1_](#)