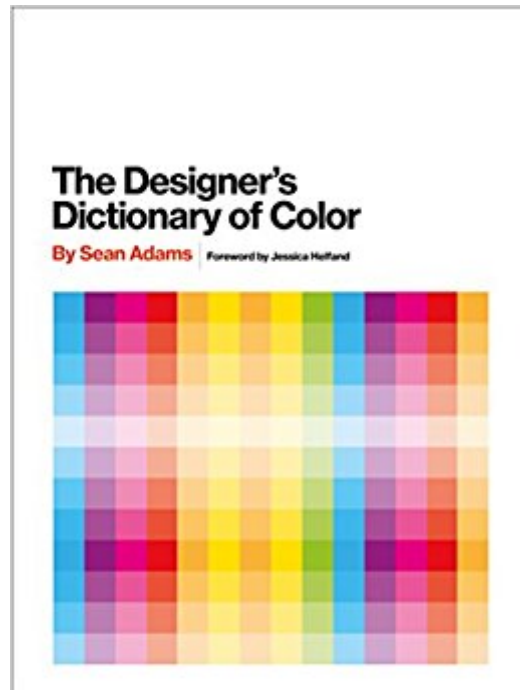


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# The Designer's Dictionary Of Color



## Synopsis

The Designer's Dictionary of Color provides an in-depth look at 30 colors key to art and graphic design. Organized by spectrum, in color-by-color sections for easy navigation, this book documents each hue with charts showing color range and palette variations. Chapters detail each color's creative history and cultural associations, with examples of color use that extend from the artistic to the utilitarian—whether the turquoise on a Reid Miles album cover or the avocado paint job on a 1970s Dodge station wagon. A practical and inspirational resource for designers and students alike, The Designer's Dictionary of Color opens up the world of color for all those who seek to harness its incredible power.

## Book Information

Hardcover: 256 pages

Publisher: Harry N. Abrams; 1 edition (April 11, 2017)

Language: English

ISBN-10: 141972391X

ISBN-13: 978-1419723919

Product Dimensions: 7.9 x 1 x 10 inches

Shipping Weight: 2.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 5 customer reviews

Best Sellers Rank: #45,597 in Books (See Top 100 in Books) #80 in Books > Arts & Photography > Graphic Design > Techniques > Use of Color #215 in Books > Arts & Photography > Decorative Arts & Design

## Customer Reviews

Sean Adams is the Executive Director of the Graphic Design Graduate Program at ArtCenter College of Design, a founder of Burning Settlers Cabin, on-screen author for Lynda.com/Linked In, and contributor to Design Observer. He is the only two-term AIGA national president in AIGA's 100-year history. In 2014, Adams was awarded the AIGA Medal, the highest honor in the profession. Previously, Adams was a partner at AdamsMorioka.

This book perfectly describes everything I feel about colors and does a great job describing the cultural and historical associations we have with color. It also provides lots of great examples of how these colors have been used in Design history and it's fantastic. Definitely recommended to anyone curious about color, design, and its uses in history.

This is a wonderful reference on color. Mr. Adams' book provides useful considerations for color choices, including mood along with cultural and historical reference.

Love, love, love this book and I am so happy I have it in my collection. It touches on the colors meaning, diverse cultural meaning and values, and gives great examples and inspirations of different schemes as well.

The book arrived as described within the stated timeframe. Impressed!

Great presentation, good resource for print. I would have given it a 5 stars if it wasn't for the misleading RGB values. If you work with color online, or for video or film be aware that the RGB values for the base colors are dramatically off. Test the CMYK values in your favorite color picker/convertor and go from there for equivalent RGB or HEX values. Color profiles in your software or monitor setting can do some weird stuff but some of the numbers are too odd for settings to be the culprit.

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