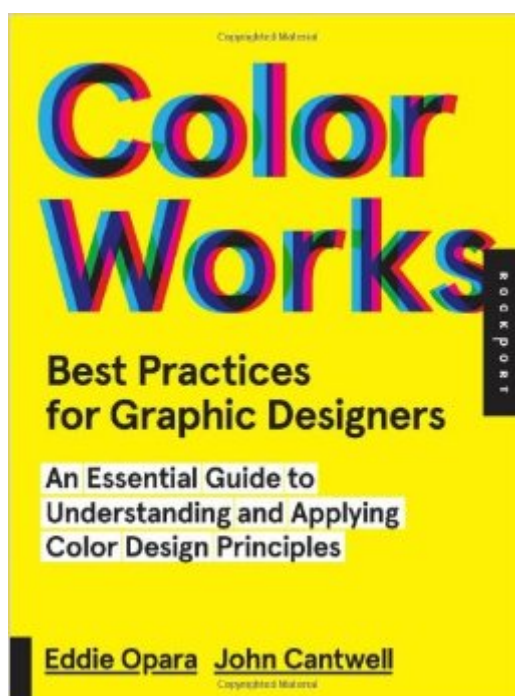# Best Practices For Graphic Designers, Color Works: Right Ways Of Applying Color In Branding, Wayfinding, Information Design, Digital Environments And Pretty Much Everywhere Else

Synopsis

This is the go-to guide for designers as it outlines and details the essential color design skills needed to create successful, meaningful, and aesthetically compelling designs. Along with hands-on projects, it offers unique insights into strategy and business when working in the real world with real clients. Color Works starts with basic information on color practices and fundamentals, and then delves more deeply into theory and application on a project-by-project basis. Illustrated with real-world projects and case studies, this book offers a behind-the-scenes take on the design process and the necessary steps to go from concept to final outcome, including the challenges encountered along the way.

Book Information

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Customer Reviews

Great combination of different perspectives on color. Does not try to oversimplify this very complex subject. Full-color, excellent quality printing, from a top-notch firm (Pentagram) at very little cost.

I likely nearly every photo(s), graph(s), illustration(s) on every right page. The small words on many of the left ones really kill me. If the authors had got the help of a pro editor, I would have definitely rated it a five star. In short, highly recommended!

One of the best books I've ever read! It made me go from afraid of color to in love with it.

it's fine

Useful

Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) The Wayfinding Handbook: Information Design for Public Places Mindfulness for Teen Anxiety: A Workbook for Overcoming Anxiety at Home, at School, and Everywhere Else (Teen Instant Help) The Mystery of Capital: Why Capitalism Triumphs in the West and Fails Everywhere Else Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching) Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34) Best Magazine Design Spd Annual: 29th Publication Design (Society of Publication Designers' Publication Design Annual) (v. 29) Draplin Design Co.: Pretty Much Everything The Tutoring Revolution: Applying Research for Best Practices, Policy Implications, and Student Achievement Successful Project Management: Applying Best Practices, Proven Methods, and Real-World Techniques with Microsoft Project (Business Skills) Graphic Design and Desktop Publishing (Digital & Information Literacy (Library)) Cryptocurrency: Guide To Digital Currency: Digital Coin Wallets With Bitcoin, Dogecoin, Litecoin, Speedcoin, Feathercoin, Fedoracoin, Infinitecoin, and ... Digital Wallets, Digital Coins Book 1) Right College, Right Price: The New System for Discovering the Best College Fit at the Best Price Pretty Little Liars (Pretty Little Liars, Book 1) Sketching User Experiences: Getting the Design Right and the Right Design (Interactive Technologies) Consumer Reports Life Insurance Handbook: How to Buy the Right Policy from the Right Company at the Right Price Roadfood: The Coast-to-Coast Guide to 900 of the Best Barbecue Joints, Lobster Shacks, Ice Cream Parlors, Highway Diners, and Much, Much More, now in its 9th edition Roadfood: The Coast-to-Coast Guide to 800 of the Best Barbecue Joints, Lobster Shacks, Ice Cream Parlors, Highway Diners, and Much, Much More The Adobe Photoshop Lightroom: 17 Tips You Should Know to Get Started Using Photoshop Lightroom (For Digital Photographers) (Graphic Design, Adobe Photoshop, Digital Photography, Lightroom)