



Color Design Workbook: A Real World Guide to Using Color in Graphic Design

Sean Adams, Terry Stone, Noreen Morioka

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Since color is such a important part of graphic design, designers need the most up to date as well as the most fundamental, information on the subject to have the tools needed to use color effectively. From the meanings behind colors to working with color in presentations, this book provides readers with the vital information needed to apply color creatively and effectively to their design work. Readers also receive guidance on talking with clients about color and selling color ideas. The science behind color theory is also explained in easily understood language, and case studies are included to show the effects some color choices had on both their clients and consumers.

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