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Leatrice Eiseman, executive director of the Pantone Color Institute ...

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· Over 80,000 copies sold · Features proven color principles designers need to create effective designs · Employs Pantone's universal color system to make color selections easy This authoritative guide presents hundreds of color combinations and color principles needed to create effective designs. Every lesson is demonstrated by example, enabling designers of all specialties and levels of experience to make the best color choices for every type of design.

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Complete with a survey of the industry-defining PANTONE Color of the Year, PANTONE on Fashion is the ultimate guide to the timeless shades the fashion world loves to love.

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The Complete Color Harmony: Pantone Edition is the latest in Rockport Publishers' best-selling color series. Completely revised from start to finish this new edition, is written by Leatrice Eiseman, executive director of the Pantone Color Institute. And the color

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"moods" that she writes about in each chapter are based and matched with Pantone colors. The book expands on previous editions for the most comprehensive color reference to date. This edition includes information on creating special effects, as well as an entirely new section devoted to the psychology of color. Eiseman helps readers determine their best color choices and suggests why some colors may inspire their creativity while others don't. The book includes new color palette sections along with expanded and updated color trends.

America's color guru shows how to choose clothes, hair color, and makeup by focusing on one's personal colors.

Whether they are working in print, interactive, environmental, or

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web-based design, designers will learn how to apply color theory to their work in order to communicate and entertain. Graphic design professors John Drew and Sarah Meyer explain all of the technical issues that are relevant to communicating with color in 2-D and 3-D environments and in still and moving images. This invaluable guide arms designers with all the in-depth technical information that they need about color theory, color systems, mixing, removal, pigments, inks, papers, and printing. Graphic design students and educators will also appreciate Drew and Meyer's considerations of how human beings perceive and react to color in every aspect of their daily lives. Featuring over 200 dynamic samples of graphic design and color usage from around the world, this guide is an unrivaled resource and an excellent choice for course adoptions.

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"Originally published by Rockport Publishers as The Complete Color Harmony, 2004"--Colophon.

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