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Creative professionals seeking the fastest, easiest, most comprehensive way to learn InDesign CS6 choose Adobe InDesign CS6 Classroom in a Book from the Adobe Creative Team. The 16 project-based lessons show readers step-by-step the key techniques for working with InDesign CS6. Readers learn what they need to know to create engaging page layouts using InDesign CS6. This completely revised CS6 edition covers the new tools for adding PDF form fields, linking content, and creating alternative layouts for

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digital publishing. The companion CD includes all the lesson files that readers need to work along with the book. This thorough, self-paced guide to Adobe InDesign CS6 is ideal for beginning users who want to master the key features of this program. Readers who already have some experience with InDesign can improve their skills and learn InDesign's newest features. "The Classroom in a Book series is by far the best training material on the market. Everything you need to master the software is included: clear explanations of each lesson, step-by-step instructions, and the project files for the students." -Barbara

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Binder, Adobe Certified Instructor, Rocky Mountain Training Classroom in a Book®, the best-selling series of hands-on software training workbooks, helps you learn the features of Adobe software quickly and easily. Classroom in a Book offers what no other book or training program does—an official training series from Adobe Systems Incorporated, developed with the support of Adobe product experts. All of Peachpit's eBooks contain the same content as the print edition. You will find a link in the last few pages of your eBook that directs you to the media files. Helpful tips: If you are able to search the book, search for

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"Where are the lesson files?" Go to the very last page of the book and scroll backwards. You will need a web-enabled device or computer in order to access the media files that accompany this ebook. Entering the URL supplied into a computer with web access will allow you to get to the files. Depending on your device, it is possible that your display settings will cut off part of the URL. To make sure this is not the case, try reducing your font size and turning your device to a landscape view. This should cause the full URL to appear.

Logo Design Workbook focuses on creating powerful logo designs and answers the question, "What

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makes a logo work?" In the first half of this book, authors Sean Adams and Noreen Morioka walk readers step-by-step through the entire logo-development process. Topics include developing a concept that communicates the right message and is appropriate for both the client and the market; defining how the client's long-term goals might affect the look and needs of the mark; choosing colors and typefaces; avoiding common mistakes; and deciphering why some logos are successful whereas others are not. The second half of the book comprises in-depth case studies on logos designed for various industries. Each case study

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explores the design brief, the relationship with the client, the time frame, and the results.

What's Your Enneatype? An Essential Guide to the Enneagram describes the nine Enneagram types, how to identify your own type and the types of those close to you, and how to use this knowledge to better yourself, your relationships, and your greater goals.

In this beautiful and richly illustrated book, the acclaimed author of *Blue and Black* presents a fascinating and revealing history of the color green in European societies from prehistoric times to today. Examining the evolving place of green in art, clothes,

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literature, religion, science, and everyday life, Michel Pastoureau traces how culture has profoundly changed the perception and meaning of the color over millennia—and how we misread cultural, social, and art history when we assume that colors have always signified what they do today. Filled with entertaining and enlightening anecdotes, Green shows that the color has been ambivalent: a symbol of life, luck, and hope, but also disorder, greed, poison, and the devil. Chemically unstable, green pigments were long difficult to produce and even harder to fix. Not surprisingly, the color has been associated with all that is

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changeable and fleeting: childhood, love, and money. Only in the Romantic period did green definitively become the color of nature. Pastoureau also explains why the color was connected with the Roman emperor Nero, how it became the color of Islam, why Goethe believed it was the color of the middle class, why some nineteenth-century scholars speculated that the ancient Greeks couldn't see green, and how the color was denigrated by Kandinsky and the Bauhaus. More broadly, Green demonstrates that the history of the color is, to a large degree, one of dramatic reversal: long absent, ignored, or rejected, green today has become

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a ubiquitous and soothing presence as the symbol of environmental causes and the mission to save the planet. With its striking design and compelling text, Green will delight anyone who is interested in history, culture, art, fashion, or media.

50 Questions and Answers on the Science of Color

Viscomm

How Branding Design Really Works

A practical guide to data analysis and machine learning using JavaScript

Understanding the Nine Personality Types for Personal Growth and Strengthened Relationships

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Digital Textile Design

Food Colour and Appearance

This wildly imaginative, crayon-inspired picture book shows that with a bit of teamwork and a universe of creativity, anything is possible! Buzz! Zap! CRASH! Gurple and Preen are in a big mess! When they crash-land onto an unfamiliar planet with nothing but boxes of crayons, they must work together to get the mission back on course. From Newbery Award-winning author Linda Sue Park and illustrator Debbie Ridpath Ohi comes a story about all the best things that can come out of a box of crayons.

The work of writing closed

captions for television and DVD is not simply transcribing dialogue, as one might assume at first, but consists largely of making rhetorical choices. For Sean Zdenek, when captioners describe a sound they are interpreting and creating contexts, they are assigning significance, they are creating meaning that doesn't necessarily exist in the soundtrack or the script. And in nine chapters he analyzes the numerous complex rhetorical choices captioners make, from abbreviating dialogue so it will fit on the screen and keep pace with the editing, to whether and how to describe background sounds,

accents, or slurred speech, to nonlinguistic forms of sound communication such as sighing, screaming, or laughing, to describing music, captioned silences (as when a continuous noise suddenly stops), and sarcasm, surprise, and other forms of meaning associated with vocal tone. Throughout, he also looks at closed captioning style manuals and draws on interviews with professional captioners and hearing-impaired viewers. Threading through all this is the novel argument that closed captions can be viewed as texts worthy of rhetorical analysis and that this analysis can lead the entertainment

industry to better standards and practices for closed captioning, thereby better serve the needs of hearing-impaired viewers. The author also looks ahead to the work yet to be done in bringing better captioning practices to videos on the Internet, where captioning can take on additional functions such as enhancing searchability. While scholarly work has been done on captioning from a legal perspective, from a historical perspective, and from a technical perspective, no one has ever done what Zdenek does here, and the original analytical models he offers are richly interdisciplinary, drawing on

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work from the fields of technical communication, rhetoric, media studies, and disability studies."
A highly accessible, step-by-step guide to Adobe Illustrator CS6
Illustrator CS6 Digital Classroom
includes 12 self-paced lessons that contain essential skills and explore new features and capabilities of Adobe Illustrator.
Every lesson is presented in full color with step-by-step instructions. Learning is reinforced with video tutorials and lesson files on a companion DVD that was developed by a team of expert instructors and Illustrator experts. Each video tutorial demonstrates and explains the concepts and

features covered in the lesson. This training package shows how to create and produ. Much of man's behaviour is controlled by appearance, but the appearance of his food is of paramount importance to his health and well-being. In day-to-day survival and marketing situations, we can or not most foods are fit to eat from their optical tell whether properties. Although vision and colour perception are the means by which we appreciate our surroundings, visual acceptance depends on more than just colour. It depends on total appearance. In the recent past the food technologist has been

under pressure to increase his/her understanding of first, the behaviour of raw materials under processing, and second, the behaviour and motivation of his/her customers in a growing, more discriminating, and worldwide market. The chapters which follow describe the philosophy of total appearance, the factors comprising it, and its application to the food industry. Included are: considerations of the evolutionary, historical, and cultural aspects of food appearance; the physics and food chemistry of colour and appearance; the principles of sensory appearance assessment and appearance

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profile analysis, as well as instrumental measurement; the interaction of product appearance, control, and acceptance in the varied environments of the laboratory, production line, supermarket, home and restaurant. A broad examination has been made in an attempt to get into perspective the importance of appearance to all sectors of the industry.

GIMP Bible

***Color - Messages & Meanings
A Complete Color Reference for
Designers of All Types, 25th
Anniversary Edition***

***A Color Reference System from
the Natural World***

Batman

Woke Up Lonely

***Adobe InDesign CS6 Classroom
in a Book***

A comprehensive illustrated exploration of the fascinating science of color Arielle and Joann Eckstut, authors of *The Secret Language of Color*, offer a thorough, readable, and highly visual exploration of the science of color. Organized by 50 of the most essential questions about color across a variety of fields—physics, chemistry, biology, technology, and psychology—this book examines how and why we see color; how color relates to light; what the real primary colors are;

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how biology, language, and culture affect the colors that we see; and much more. Full of clear and elegant infographics, *What Is Color?* is a must-have for artists and designers, scientists, students, and decorators, and anyone else whose work or play involves color. Nothing gives life to a design like color. It has the ability to instantly transform the look and feel of a graphic by appealing to our preferences and emotions. In printing, there are two main color systems that are used in producing color in print, CMYK and PMS. CMYK, or four color process, is a subtractive color model which works by masking

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colors on a light background. PMS, or Pantone Matching System, is used for producing spot colors accurately. Together they are able to achieve almost any desired effect through complementary systems. This book demystifies their use while providing a breathtaking display of color in print by some of the worlds most talented designers. *White Space Is Not Your Enemy* is a practical graphic design and layout guide that introduces concepts and practices necessary for producing effective visual communication across a variety of formats—from web to print. Sections on Gestalt theory, color

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theory, and WET layout are expanded to offer more in-depth content on those topics. This new edition features new covering current trends in web design—Mobile-first, UI/UX design, and web typography—and how they affect a designer's approach to a project. The entire book will receive an update using new examples and images that show a more diverse set of graphics that go beyond print and web and focus on tablet, mobile and advertising designs.

This is a photographic book for young children looking at 'colour' around the world.

Gurple and Preen

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The Fundamentals of Illustration
Printing Colors in Graphic Design

Logo Design Workbook

Paula Scher: MAPS

Building Data-Driven

Applications with Danfo.js

The Art and Science

Digital Textile Design covers

everything students and practitioners
of textile design will need to learn
about designing and printing digitally.

Textile designers are beginning to
realize the creative potential of digital
textile design and are fast catching up
with graphic designers who have taken
to working digitally. New digital textile-
printing technology is enabling
designers to work with an almost
unlimited palette of colors to produce
work of staggering detail in relatively
short timescales. Written specifically

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for textile designers, Digital Textile Design provides the know-how for students and professionals who wish to use Adobe Photoshop and Illustrator as design tools. A series of inspirational tutorials, presented in step-by-step format, guide the reader through the process of creating designs that will be suited to both the traditional textile production process, and to the new industry of digital printing onto fabric. Against the backdrop of the development of digital print, the book discusses how designers can access this new technique, looks at the work of those currently exploring its possibilities, and also features the craft of embellishment that is being used to offset the apparent flatness of print. Get hands-on with building data-driven applications using Danfo.js in

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combination with other data analysis tools and techniques Key Features Build microservices to perform data transformation and ML model serving in JavaScript Explore what Danfo.js is and how it helps with data analysis and data visualization Combine Danfo.js and TensorFlow.js for machine learning Book Description Most data analysts use Python and pandas for data processing for the convenience and performance these libraries provide. However, JavaScript developers have always wanted to use machine learning in the browser as well. This book focuses on how Danfo.js brings data processing, analysis, and ML tools to JavaScript developers and how to make the most of this library to build data-driven applications. Starting with an overview

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of modern JavaScript, you'll cover data analysis and transformation with Danfo.js and Dnotebook. The book then shows you how to load different datasets, combine and analyze them by performing operations such as handling missing values and string manipulations. You'll also get to grips with data plotting, visualization, aggregation, and group operations by combining Danfo.js with Plotly. As you advance, you'll create a no-code data analysis and handling system and create-react-app, react-table, react-chart, Draggable.js, and tailwindcss, and understand how to use TensorFlow.js and Danfo.js to build a recommendation system. Finally, you'll build a Twitter analytics dashboard powered by Danfo.js, Next.js, node-nlp, and Twit.js. By the end of this app development book, you'll be able to

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build and embed data analytics, visualization, and ML capabilities into any JavaScript app in server-side Node.js or the browser. What you will learn

Perform data experimentation and analysis with Danfo.js and Dnotebook

Build machine learning applications using Danfo.js integrated with TensorFlow.js

Connect Danfo.js with popular database applications to aid data analysis

Create a no-code data analysis and handling system using internal libraries

Develop a recommendation system with Danfo.js and TensorFlow.js

Build a Twitter analytics dashboard for sentiment analysis and other types of data insights

Who this book is for This book is for data analysts, data scientists, and JavaScript developers who want to create data-driven applications in the JavaScript/Node.js environment.

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Intermediate-level knowledge of JavaScript programming and data science using pandas is expected. The essential introduction to graphic design for the digital era Graphic Design School provides a comprehensive introduction to visual design for modern media. From the fundamentals of design to advanced techniques and problem solving, this book is packed with practical advice and tutorials for a broad range of applications in any media. This updated sixth edition features a wealth of new guidance that reflects the evolution of the field, including extensive discussion of digital design and resourcing. New discussion tackles User Experience and User Interface Design, plus the latest tools, requirements, and resources for designing for the web, mobile apps,

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social media, and more. Updated assignments reflect the latest graphic design processes and guide students through the transition from simple solutions to starter portfolio pieces, while full-color illustrations, case studies, and designer biographies bring real-world perspective to this complex, multi-faceted skill. As media continues to evolve, graphic designers must possess a core set of competencies that translate across all applications. This book teaches the critical concepts and essential skills that build the framework for successful, innovative design. Master the principles, elements, and tools of design Delve into typography, color, and layout for print and screen Understand coding requirements and information architecture Design for apps, social media, mobile devices,

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and more Graphic design has never been a static field, and the continual honing of skills and techniques is an essential part of the job. Innovation comes from change, and today's design landscape is evolving at an ever-increasing pace—expanding diversity in media, audience, topic, technique, tools, and more offer unprecedented opportunity to make your mark. Graphic Design School equips you with a rock-solid foundation to support whatever your talent builds. The dizzying new novel by Fiona Maazel, a National Book Foundation "5 Under 35" * A New York Times Book Review Notable Book of the Year * A New York Times Book Review Editors' Choice * A Kansas City Star, VICE, and Largehearted Boy Best Book of the Year * One of Book Riot's "Seven Funniest Novels of

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2013" * * One of the Millions's Most Anticipated Books of 2013 * An April IndieNext Pick* Thurlow Dan is the founder of the Helix, a cult that promises to cure loneliness in the twenty-first century. With its communes and speed-dating, mixers and confession sessions, the Helix has become a national phenomenon—and attracted the attention of governments worldwide. But Thurlow, camped out in his Cincinnati headquarters, is lonely—for his ex-wife, Esme, and their daughter, whom he hasn't seen in ten years. Esme, for her part, is a covert agent who has spent her life spying on Thurlow, mostly to protect him from the law. Now, with her superiors demanding results, she recruits four misfits to botch a reconnaissance mission in Cincinnati. But when Thurlow takes them

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hostage, he ignites a siege of the Helix House that will change all their lives forever. With fiery, exuberant prose, Fiona Maazel takes us on a wild ride through North Korea's guarded interior and a city of vice beneath Cincinnati, a ride that twists and turns as it delves into an unsettled, off-kilter America. Woke Up Lonely is an original and deeply funny novel that explores our very human impulse to seek and repel intimacy with the people who matter to us most.

Graphic Design School

A Guide to Visual Communication
Design

WordPress Profesional Edición 2017

The Complete Color Harmony,
Pantone Edition

Better Solutions to Everyday Web
Design Problems

Reading Sounds

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LOGO Theory

WordPress Profesional Edición

2017Grupo Editorial RA-MA

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

- Features up-to-date color combination guidelines
- Includes printing formulas for reproduction of 4-color process and the PANTONE® equivalents

There is no one in the business world that doubts the impact of color. Those involved in marketing, design, advertising, and retail need to be as informed as possible about the usage of color as a means of instant communication in order to make appropriate color decisions. This guide explains the emotional

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response to color and covers the latest guidelines for effective color combinations including the integration of color trends. With up-to-date visuals and printing formulas to eliminate guess-work, this guide empowers and equips its users to make smart informed decisions.

Introduces the fundamental principles of typographic theory and practice. This title offers an essential guide to the subject of typography and its role within graphic design.

Closed-Captioned Media and

Popular Culture

Logos from Japan

Green

What's Your Enneatype? An
Essential Guide to the Enneagram

Where Are My Books?

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A PANTONE Color Resource Color Harmony Compendium

Are you a: Web Designer tasked with print projects, Self-Taught Designer with knowledge gaps, Print Buyer, Business Owner who works with printers, Design Student with clients, Working Pro who needs up-to-date information?... This book is for all of you! After reading this book you will:

- Know which printing method is most cost effective.
- Handle a press-check like a pro!
- Know when to opt for gang run printing and when not to.
- Speak the printer's language to get better results.
- Know how to proof
- Understand how your decisions affect the environment
- Spec the right paper

Printed on 7 different papers! 84 Photographs 116 Illustrations and Charts This is the first book written by a designer for

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designers in designer-speak! This is not a book about print production. This book addresses the decisions you make while designing that affect printing quality and price. Save time, money and reduce stress, buy this book, the epitome of design education! How to Design: Logos Business Cards Direct Mail How to Design for: Digital printing, Large Format Specialty Techniques How to: Spec paper Work with printers Handle a presscheck and much more!

"A collectible volume for graphic designers and creative entrepreneurs, this book is dedicated to "Color Library," one of the most discussed projects in the field of graphic design of the last few years. An investigation into color reproduction and printing, "Color Library" is a tool for artists,

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designers, photographers, and printers. It aims to widen the possibilities of color printing, and reflects on our contemporary perception of color as it is shaped by the recent developments in print production. Primarily conceived as a digital platform, "Color Library" offers a variety of colorimetric profiles automatically applicable to images, based on color combinations generated according to their perceptual, technical, and conceptual relevance. It not only offers an alternative to standard color printing, but also affirms a distinctive vision of how to print colors and process them" (Verlagshomepage).

As Gotham City undergoes a massive architectural boom, a series of unexplained construction accidents begin to cause casualties across the

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city and it is up to Batman to discover who is behind the string of catastrophes.

A selection of content from the entire Color Harmony library offers readers the most comprehensive reference book on the usage of color available today. Included are swatches and material for designers and all types of artists looking for inspiration and guidance to ensure the right color choices for every project.

The Principles and Practice of Graphic Design

Second Edition

White Space Is Not Your Enemy

CSS Secrets

Color Library

Balenciaga: Winter 18

The Fundamentals of Typography

The ultimate reference and

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guide to the GNU image manipulation program GIMP is a free, Photoshop-like image manipulation program, and as its use grows, so does the demand for detailed instruction on how to get the very most out of it. GIMP Bible is the most comprehensive and current independent GIMP reference available that goes beyond official documentation. If you're a digital artist or photographer, the step-by-step explanations in this authoritative guide show you how to power-use GIMP throughout a production

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pipeline. Topics include understanding the GIMP interface and how to work with it, how to use all of GIMP's tools to create high-quality images, GIMP's default filters and plug-ins, advanced techniques for customization with Python and Scheme scripting, and much more. GIMP (GNU Image Manipulation Program) is a free graphics editor that runs on Linux, Windows, or Macs; it is used to process digital graphics and photographs including creating graphics and logos, resizing and cropping

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photos, altering colors, combining images, creating basic GIF animated images, and more Whether you're a digital artist, professional photographer, or beginner, this detailed how-to shows you best practices, valuable techniques, and helpful tips for getting the most out of GIMP for your projects Topics include the GIMP interface and how to work with it, in-depth description of GIMP's tools and how to use them to create high-quality images, a comprehensive reference for all of GIMP's default filters

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and common plug-ins, and advanced customization with Python and Scheme scripting Get the most out of this free image editing tool for your production pipeline with the GIMP Bible. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

In this practical guide, CSS expert Lea Verou provides 47 undocumented techniques and tips to help intermediate-to advanced CSS developers devise elegant solutions to a wide range of everyday web

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design problems. Rather than focus on design, CSS Secrets shows you how to solve problems with code. You'll learn how to apply Lea's analytical approach to practically every CSS problem you face to attain DRY, maintainable, flexible, lightweight, and standards-compliant results. Inspired by her popular talks at over 60 international web development conferences, Lea Verou provides a wealth of information for topics including: Backgrounds and Borders Shapes Visual Effects Typography User

Experience Structure and Layout Transitions and Animations

A book that reveals the principles behind enduring branding design, principles that transcend fad and fashion.

Every day, thousands of passionate developers come up with new startup ideas but lack the branding know-how to make them thrive. If you count yourself among them, Lean Branding is here to help. This practical toolkit helps you build your own robust, dynamic brands that generate conversion. You'll

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find over 100 DIY branding tactics and inspiring case studies, and step-by-step instructions for building and measuring 25 essential brand strategy ingredients, from logo design to demo-day pitches, using The Lean Startup methodology's Build-Measure-Learn loop. Learn exactly what a brand is—and what it isn't Build a minimal set of brand ingredients that are viable in the marketplace: brand story, brand symbols, and brand strategy Measure your brand ingredients by using meaningful metrics to see if

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they meet your conversion goals Pivot your brand ingredients in new directions based on what you've learned—by optimizing rather than trashing Focus specifically on brand story, symbols, or strategy by following the Build-Measure-Learn chapters that apply

1,000-Plus Color Palettes for Designers, Artists, Architects, Makers, and Educators

The Pocket Complete Color Harmony

Adobe Illustrator CS6

Digital Classroom

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Ninety-five things you need to know when choosing and using colors for layouts and illustrations

Portfolio Skills

Expert Color Information for Professional Results

Nature's Palette

Most of today's books on color lean in one of two directions: toward heavy-handed theory-speak or toward ready-to-use palettes that will likely be out-of-step before the book has received its first coffee stain. Color For Designers leans in neither direction, instead choosing to simply tell it like it is while

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bringing home the timeless thinking behind effective color selection and palette building. In this fundamental guide to understanding and working with color, bestselling author Jim Krause starts out by explaining the basics with an introduction to the color wheel, hue, saturation, value, and more. He then dives deeper into the practical application of color with instruction on how to alter hues, create palettes, target themes, paint with color, use digital color, and accurately output your colorful creations to print. The book is set up in easy-

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to-digest spreads that are straight-to-the-point, fun to read, and delightfully visual. Color For Designers—releasing on the heels of its companion volume, Visual Design—is the second book in the New Riders Creative Core series, which aims to provide instruction on the fundamental concepts and techniques that all designers must master to become skilled professionals. VISCOMM has been developed by experienced and knowledgeable teachers who understand what works in the Visual Communication Design classroom, to offer a

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complete and flexible resource package for the new study design. Contemporary design practise and trends are showcased along with examples of student work and both local and global designers to demonstrate current skills, methods and techniques at a variety of levels. Step-by-step visual guides and instructional diagrams cater for visual learners and help students understand and apply design elements and principles. Assessment tasks include a wide variety of individual, group work and extended tasks. These tasks can be matched to the outcomes of the study design, cater to

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different learning styles and provide opportunities to build up assessable folios. A strong focus on historical and contemporary typographic practice ensures a comprehensive coverage of the new study design. Many chapters rely on minimal prior knowledge, allowing for a flexible course structure that suits the needs and interests of teachers and students. If you order this product you will receive the following components: Print Textbook: delivered in full colour print. PDF Textbook: a downloadable PDF version of the student text that enables students to take

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notes and bookmark pages. The PDF textbook can be used in class or as a reference at home. To access the PDF textbook, simply register for a Cambridge GO account and enter the 16 character access code found in the front inside cover of your textbook.

The Fundamentals of Illustration 2nd Edition by Lawrence Zeegen introduces students to the subject of illustration, taking them through the key skills and practical processes required for the study of this exciting degree course. This edition has been updated with a wealth of fresh visuals and contemporary

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case studies. It includes new and revised content and examples that reflect the changes and developments in the discipline over the past few years. Current visual approaches are examined and evaluated, along with new chapters on visual thinking, idea generation and the illustrator as an artist. A chapter on the professional practice of a freelance designer helps students to understand the realities of this creative career path. Each chapter concludes with a case study, which outlines a brief and then describes each stage of the process, from the illustrator's initial response to the

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completion of the project. The case studies feature the work of: John Clementson, Tim Vyner, Olivier Kugler, Damian Gascoigne, Ben Kelly and Howard Read. The book also contains a series of interviews with practising illustrators such as Autumn Whitehurst, Stina Persson and Anthony Burrill. This first book from artistic director Demna Gvasalia offers an exclusive look into Balenciaga's Winter 18 ready-to-wear show, from fittings to the runway and beyond. Founded in 1917, Balenciaga has distinguished itself for designs of daring innovation, technical

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artistry, and pure forms. Artistic director Demna Gvasalia's take on its revolutionary shapes is synonymous with a groundbreaking, contemporary approach to fashion codes. A visual journey through Balenciaga's Winter 18 ready-to-wear collection--with never-before-shown images--this volume spotlights 300 behind-the-scenes photographs selected by Gvasalia himself. From sketches, fittings, and rehearsals to snaps of models backstage, the runway, and beyond, readers dive into the life of the collection. With a striking neon-colored graffiti

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exterior and printed with fluo inks, this veritable artwork of a book nods to Gvasalia's radical vision and the collection's cutting-edge creations.

Web Design All-in-One For Dummies

Colour

**The History of a Color
Creating Dynamic Brands to
Generate Conversion**

CMYK & PMS

Death by Design

What Is Color?

"The only color guide a designer will ever need. Completely updated with Pantone colors and new text by Leatrice Eiseman, America's Color Guru"--

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In the early 1990s, celebrated graphic designer Paula Scher (Make It Bigger, 2002) began painting maps of the world as she sees it. The larger her canvases grew, the more expressionistic her geographical visions became. Displaying a powerful command of image and type, Scher brilliantly transformed the surface area of our world. Paintings as tall as twelve feet depict continents, countries, and cities swirling in torrents of information and undulating with colorful layers of hand-painted boundary lines, place-names, and provocative cultural commentary. Collected here for the first time, Paula

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Scher MAPS presents thirty-nine of Scher's obsessively detailed, highly personal creations.

Spencer loves books and reads one every night, sometimes aloud, then puts the book back in its place, but one morning his favorite book is missing, and the next day another, with each being replaced by a different object. Simultaneous eBook.

Provides instructions on designing, building, and maintaining a Web site, along with information on Web standards and testing.

Adding Variety to the Menu
Color for Designers

Branding Identity

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Lean Branding A Novel

A Broken Crayon Cosmic Adventure

A gorgeous expanded edition of Werner's Nomenclature of Colours, a landmark reference book on color and its origins in nature First published in 1814, Werner's Nomenclature of Colours is a taxonomically organized guide to color in the natural world. Compiled by German geologist Abraham Gottlob Werner, the book was expanded and enhanced in 1821 by Patrick Syme, who

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added color swatches and further color descriptions, bringing the total number of classified hues to 110. The resulting resource has been invaluable not only to artists and designers but also to zoologists, botanists, mineralogists, anatomists, and explorers, including Charles Darwin on the famous voyage of the Beagle. Nature's Palette makes this remarkable volume available to today's readers, and is now fully enhanced with new illustrations of all the animals, plants, and minerals

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Werner referenced alongside each color swatch. Readers can see "tile red" in a piece of porcelain jasper, the breast of a cock bullfinch, or a Shrubby Pimpernel. They can admire "Berlin blue" on a piece of sapphire, the Hepatica flower, or the wing feathers of a jay.

Interspersed throughout the book are lavish feature pages displaying cases of taxidermy, eggs, shells, feathers, minerals, and butterflies, with individual specimens cross-referenced to the core catalog.

Featuring contributions by

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leading natural history experts along with more than 1,000 color illustrations and eight gatefolds, Nature's Palette is the ideal illustrated reference volume for visual artists, naturalists, and anyone who is captivated by color.

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