



Color for the Real World: A Complete Color Course - Workbook - CD (Student Edition)

Alice Chu, Jen Nemeth

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Globalization and cultural diversity demand universally understood principles of color and design. This book explicates color theory in a visual language, applicable to all design disciplines. Color for the Real World is an all-in-one textbook containing a lab manual and an eResource for students of design, including fashion design, interior design, communication design, textile design, product design, and illustration. The book has been classroom tested and developed through surveys and feedback to provide a total learning environment. This dynamic resource interacts with rich digital modules. The modules are a timely and contemporary way to elucidate the content and create an engaging learning environment. Color for the Real World, which contains numerous exercises/projects and an extensive color bibliography of key works, is available as a student edition, as well as an instructor edition. ** The Student Edition: The student edition includes a CD-ROM with seven modules corresponding to the relevant chapters to illustrate the text, exercises, and projects. The modules feature 447 frames including 304 images. Key points and visuals on the CD-ROM serve as devices to reinforce the lecture material. By completing the laboratory exercises and projects - as well as studying the theory - an appreciation of color through practical experimentation, and an ability to use color as a communication tool, are developed. The color exercises illustrate color principles and record the practical study of color terminology. The more comprehensive color projects develop creativity and intensify learning. ** A unique aspect of Color for the Real World is the digital media developed to coordinate with the text. The digital format of the modules creates a unique, timely, and up-to-date way of assembling content and establishing an interactive learning environment. The digital resource is the centerpiece of the book, a compilation of original and current images. The compilation consists primarily of "real-world" and "real time" photographs, with some classical global samples from Eastern and Western cultures. By the time the student completes this book and its laboratory exercises, he/she will have developed an understanding of color theory and will have learned to appreciate color through practical experimentation. The advanced and more intense color projects develop both an understanding of specific problems in color design communication and an ability to use color as a communication tool.

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