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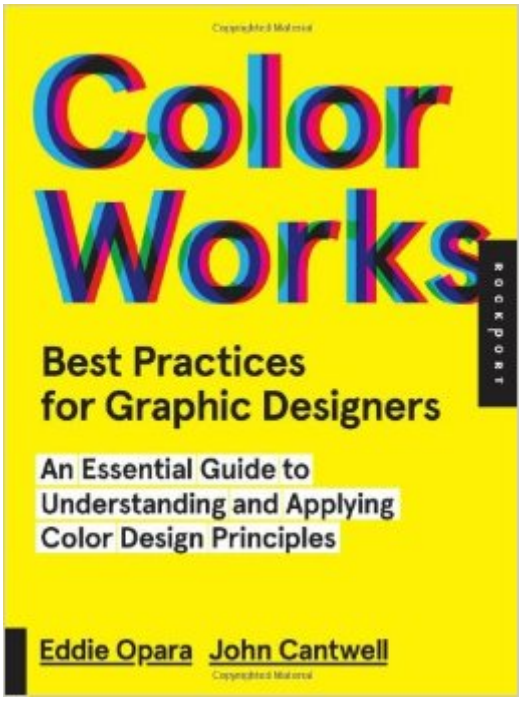
# Best Practices For Graphic Designers, Color Works: Right Ways Of Applying Color In Branding, Wayfinding, Information Design, Digital Environments And Pretty Much Everywhere Else

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## 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

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