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KEY=MESSAGES - VANG HUERTA

COLOR - MESSAGES & MEANINGS

A PANTONE COLOR RESOURCE

Hand Books Press • 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 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.

COLOR

MESSAGES AND MEANINGS : A PANTONE COLOR RESOURCE

Explains the emotional response to color and covers the latest guidelines for effective color combinations, including the integration of color trends.

THE COMPLETE COLOR HARMONY, PANTONE EDITION

EXPERT COLOR INFORMATION FOR PROFESSIONAL RESULTS

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

BOOKS ON COLOUR 1495-2015: HISTORY AND BIBLIOGRAPHY

Lulu.com A comprehensive history and A-Z bibliography of books on colour published in European languages between 1495 and 2015 on all branches the arts, sciences, education, design and technology. An invaluable reference for locating information and research into colour theory and practice.

PANTONE: THE TWENTIETH CENTURY IN COLOR

(COFFEE TABLE BOOKS, DESIGN BOOKS, BEST BOOKS ABOUT COLOR)

Chronicle Books The worldwide color authority invites readers on a rich visual tour of 100 transformative years. Longtime Pantone collaborators and color gurus Eiseman and Recker identify more than 200 touchstone works of art, products, dcor, and fashion, and carefully match them with 80 different official Pantone color palettes to reveal the trends, radical shifts, and resurgence of various hues.

PANTONE ON FASHION

A CENTURY OF COLOR IN DESIGN

Chronicle Books Follow global color authority Pantone on this vivid journey through the rich history of color in fashion. Favorite hues and their appearances across the decades are profiled in informative text and copiously illustrated by runway photos and archival

images. Track Bright Marigold from its heyday in the 1940s as Hermès' identifying hue to its showstopping appearance in Carolina Herrera's Spring/Summer 2013 collection, and trace Cyber Yellow from 1960s mod style to Anna Sui's 1990s punk-inspired looks. 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.

CMF DESIGN

THE FUNDAMENTAL PRINCIPLES OF COLOUR, MATERIAL AND FINISH DESIGN

Frame Publishers In this first book about the rather young discipline, the author consolidated its key principles, so that they can be consulted, referenced and utilised by both design students and professionals. Only when the perfect balance between visual beauty and functional performance is achieved, can a product provide a consistent and successful user experience. The discipline of CMF design focuses on designing and specifying colours, materials and finishes to support both functional and emotional attributes of products. The work of the CMF designer combines aesthetics and practical knowledge of materials and technologies with intangible human perceptions of value. This area of design expertise is increasingly in demand. Consumer product manufacturers have an enhanced awareness of its great potential for diversifying product portfolios at relatively low costs, while still maintaining a similar or the same product shape, functionality or tooling. It can work as a key avenue to create a sense of novelty and higher value propositions. From a marketing perspective, CMF design is a valuable tool when it comes to positioning products, collections and categories according to market tiers and consumer segmentations. Introducing the CMF process and detailing the areas of colour, material and finish design, this book serves as a valuable source of information about this emerging professional discipline and its fundamental principles.

ARTISTIC WEB DESIGN USING ADOBE® DREAMWEAVER AND PHOTOSHOP: AN INTRODUCTION

Jones & Bartlett Publishers This book provides an understanding of the principles of artistic design as they relate to the web, followed by the application of those design principles using Adobe(r) Dreamweaver and resulting in the ability to create effective websites. Tailored to users of either CS3, CS4, or the latest version of Dreamweaver, CS5, each chapter is comprised of three sections: new concepts; "reinforcing your knowledge" through projects and exercises; and a "build your own website" section designed to offer the reader the opportunity to build their own website using the concepts from each chapter. By the end of the book, the reader will have their very own website! The book starts with an introduction to the principles of design unique to the web, and then progresses to the incorporation of those principles into Adobe Dreamweaver for aesthetically pleasing web design. In fact, several chapters of this four-

color, heavily illustrated text are devoted to web design from an artist's perspective. The author discusses understanding the psychological influence of colors, web typography and the voice of type, the principles of design as they relate to the web, and how to maximize the potential of the graphic programs the readers are already familiar with to create effective graphics, creative navigation, and more. This text brings the reader through the design stage from initial concept to graphic preparation, followed by the importing of graphics or whole pages into Dreamweaver for building the site and uploading it to the Internet. Although no programming knowledge is required, a chapter on HTML and other web programming fundamentals is included. A CD-ROM with images, sample web pages, and more accompanies the book. An instructor's resource kit is available upon adoption as a text.

DESIGN FOR MEDIA

A HANDBOOK FOR STUDENTS AND PROFESSIONALS IN JOURNALISM, PR, AND ADVERTISING

Routledge This essential guide provides you with a tailored introduction to the design techniques and production practices employed in the media industry. It presents clear and relevant explanations of how to design and produce any type of print and online publication to a professional standard, from pre-planning through to going to press or online. In providing the context, principles and thinking behind design over time, alongside the key practical techniques and know-how, this resource will enable you to present information clearly and effectively. Key features: Provides a complete resource, explaining the background, theory and application of design as well as the 'how to' Tutorials and exercises demonstrate how to create clean, attractive and well-targeted designs Supported by a comprehensive gallery of examples and case studies Highly illustrated throughout Colour 'How to' sections explain in detail how to create layouts and work with type, pictures and colour successfully Design for Media is a core resource for students and professionals in journalism, PR, advertising, design and across the media and creative sectors.

COLOUR FORECASTING

John Wiley & Sons The colour forecasting process is a major driving force in the fashion and textile industries but is complex, highly intuitive and little understood. This textbook for students of fashion and design discusses the development of the various driving forces of fashion, when colour forecasting began and how it has developed to its present day state. Colour terminology and some of the more subjective tools used by colour forecasters are explained, and their strengths and weaknesses are compared. Also, a model is given of the colour forecasting process and this is discussed in detail. Finally, readers are shown how forecasting methodologies are used to develop 'colour stories'.

COLOR DESIGN WORKBOOK

A REAL WORLD GUIDE TO USING COLOR IN GRAPHIC DESIGN

Rockport Pub Presents information on the fundamentals of graphic design and color theory, providing tips on ways to talk to clients about color and how to use color in presentations.

VISUAL RESEARCH METHODS IN FASHION

Bloomsbury Publishing The ability to analyze and interpret visual information is essential in fashion. However, students tend to struggle with the concept of visual research, as well as with the application of that research. Visual Research Methods in Fashion provides students with techniques, tools and inspiration to master their visual research skills and make the research that they undertake more effective. Illustrated with real-life examples from practitioners in the industry, academics and students, it focuses on the global nature of the industry and the need to develop ideas relevant to the market.

THE COMPOSITION OF VIDEO GAMES

NARRATIVE, AESTHETICS, RHETORIC AND PLAY

McFarland Video games are a complex, compelling medium in which established art forms intersect with technology to create an interactive text. Visual arts, architectural design, music, narrative and rules of play all find a place within, and are constrained by, computer systems whose purpose is to create an immersive player experience. In the relatively short life of video game studies, many authors have approached the question of how games function, some focusing on technical aspects of game design, others on rules of play. Taking a holistic view, this study explores how ludology, narratology, visual rhetoric, musical theory and player psychology work (or don't work) together to create a cohesive experience and to provide a unified framework for understanding video games.

PANTONE: 35 INSPIRATIONAL COLOR PALLETES

Chronicle Books In this handy book, international color authority Pantone takes the guesswork out of using color in bold and innovative new ways, sharing the wisdom that has made their professional products an essential resource around the globe.

WEBS OF INFLUENCE

THE PSYCHOLOGY OF ONLINE PERSUASION

Pearson UK As legions of businesses scramble to set up virtual-shop, we face an unprecedented level of competition to win over and keep new customers online. At the forefront of this battleground is your ability to connect with your customers, nurture your relationships and understand the psychology behind what makes them click. In this book The Web Psychologist, Nathalie Nahai, expertly draws from the worlds of psychology, neuroscience and behavioural economics to bring you the latest developments, cutting edge techniques and fascinating insights that will lead to online success. Webs of Influence delivers the tools you need to develop a compelling, influential and profitable online strategy which will catapult your business to the next level – with dazzling results.

THE WAYFINDING HANDBOOK

INFORMATION DESIGN FOR PUBLIC PLACES

Princeton Architectural Press "A manual for students, teachers, professionals, and clients."

FHIP COLOR GUIDE

A TREASURE BOX FOR CREATING TRAUMA-INFORMED ORGANIZATIONS

A READY-TO-USE RESOURCE FOR TRAUMA, ADVERSITY, AND CULTURALLY INFORMED, INFUSED AND RESPONSIVE SYSTEMS

Jessica Kingsley Publishers This Treasure Box book is packed full of valuable resources from bestselling and award-winning author, trainer, organizational consultant, and Clinical Psychologist Dr. Karen Treisman, and will show you how to weave a deep understanding of trauma and adversity into the daily practice and the whole fabric of your organization. This expert knowledge is presented in a bright and easy to understand way. Every chapter contains a huge array of colour photocopiable worksheets, downloadable materials, practical ideas, reflective questions, and exercises ready to use both individually and organizationally. Covering guidance on policies, recruitment, supervision, language, cultural humility, co-production, team meeting ideas, staff wellbeing and more, this is the ultimate treasure trove for getting your organization truly and meaningfully trauma-informed. There are also contributors from all over the

world within different contexts, from prisons to social care to schools to residential homes and much more, which illustrate how to take the ideas and apply them into real world practice.

BASICS OF DESIGN: LAYOUT & TYPOGRAPHY FOR BEGINNERS

Cengage Learning This classic introduction to high-impact page design is now fully updated for a new generation of designers. Basics of Design: Layout and Typography for Beginners demystifies the design process with straightforward and complete explanations of the fundamental principles that create first-rate visual design. Readers learn essential design terminology and develop their knowledge and skills through visual examples and hands-on activities that reinforce page layout and typography concepts. Side-by-side critiques of before-and-after page layouts help readers understand how to apply design principles to their own efforts and point the way to excellence in design. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

A TUMBLR BOOK

PLATFORM AND CULTURES

University of Michigan Press This book takes an extensive look at the many different types of users and cultures that comprise the popular social media platform Tumblr. Though it does not receive nearly as much attention as other social media such as Twitter or Facebook, Tumblr and its users have been hugely influential in creating and shifting popular culture, especially progressive youth culture, with the New York Times referring to 2014 as the dawning of the "age of Tumblr activism." Perfect for those unfamiliar with the platform as well as those who grew up on it, this volume contains essays and artwork that span many different topics: fandom; platform structure and design; race, gender and sexuality, including queer and trans identities; aesthetics; disability and mental health; and social media privacy and ethics. An entire generation of young people that is now beginning to influence mass culture and politics came of age on Tumblr, and this volume is an indispensable guide to the many ways this platform works.

THE LITTLE BOOK OF COLOUR

HOW TO USE THE PSYCHOLOGY OF COLOUR TO TRANSFORM YOUR LIFE

Penguin UK A SUNDAY TIMES DESIGN BOOK OF THE YEAR _____ The definitive guide for harnessing the power of colour to improve your happiness, wellbeing and confidence Wouldn't you like to boost your confidence simply by

slipping on 'that' yellow jumper? Or when you get home after a stressful day, be instantly soothed by the restful green of your walls? The colours all around us hold an emotional energy. Applied Colour Psychology specialist, Karen Haller, explains the inherent power of colour; for example, looking closely at the colours we love or those we dislike can bring up deeply buried memories and with them powerful feelings. A revolutionary guide to boosting your wellbeing, The Little Book of Colour puts you firmly in the driver's seat and on the road to changing the colours in your world to revamp your mood and motivation. Illuminating the science, psychology and emotional significance of colour, with key assessments for finding your own true colour compatibility, this book will help you to rediscover meaning in everything you do through the joy of colour. Get ready to join the colour revolution, and change your life for the better.

DRAWING FUTURES

SPECULATIONS IN CONTEMPORARY DRAWING FOR ART AND ARCHITECTURE

UCL Press Drawing Futures brings together international designers and artists for speculations in contemporary drawing for art and architecture.Despite numerous developments in technological manufacture and computational design that provide new grounds for designers, the act of drawing still plays a central role as a vehicle for speculation. There is a rich and long history of drawing tied to innovations in technology as well as to revolutions in our philosophical understanding of the world. In reflection of a society now underpinned by computational networks and interfaces allowing hitherto unprecedented views of the world, the changing status of the drawing and its representation as a political act demands a platform for reflection and innovation. Drawing Futures will present a compendium of projects, writings and interviews that critically reassess the act of drawing and where its future may lie.Drawing Futures focuses on the discussion of how the field of drawing may expand synchronously alongside technological and computational developments. The book coincides with an international conference of the same name, taking place at The Bartlett School of Architecture, UCL, in November 2016. Bringing together practitioners from many creative fields, the book discusses how drawing is changing in relation to new technologies for the production and dissemination of ideas.

MORE ALIVE WITH COLOR

PERSONAL COLORS, PERSONAL STYLE

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

MISS WYOMING

HarperCollins UK Meet Susan Colgate - beauty queen, child TV star and, miraculously, the sole survivor of flight 802, If she were to walk away from the wreckage now, she could vanish and nobody would ever know... Meet John Johnson - action-film star, occasional sado-masochist, junkie. In a near-death experience, John has a vision of a beautiful girl, and realizes that it's time to ditch the baggage of being famous, disappear - and find the girl who can save him...

CONSULTANTS AND CONSULTING ORGANIZATIONS DIRECTORY

A REFERENCE GUIDE TO MORE THAN 26,000 FIRMS AND INDIVIDUALS ENGAGED IN CONSULTATION FOR BUSINESS, INDUSTRY, AND GOVERNMENT

A DICTIONARY OF SYMBOLS

REVISED AND EXPANDED EDITION

New York Review of Books A classic encyclopedia of symbols by Catalan polymath Joan Cirlot that illuminates the symbolic underpinnings of myth, modern psychology, literature, and art. Juan Eduardo Cirlot's A Dictionary of Symbols is a feat of scholarship, an act of the imagination, and a tool for contemplation, as well as a work of literature, a reference book that is as indispensable as it is brilliant and learned. Cirlot was a composer, a poet, an art critic, and a champion of modern art whose interest in surrealism helped to bring him to the study of symbolism. Carl Jung, Mircea Eliade, René Guénon, Erich Fromm, and Gaston Bachelard also helped to shape his thinking in a book that explores the space between the world at large and the world within, where, as Cirlot sees it, nothing is meaningless, everything is significant, and everything is in some way related to something else. Running from "abandonment" to "zone" by way of "flute" and "whip," spanning the cultures of the world, and including a wealth of visual images to further bring the reality of the symbol home, A Dictionary of Symbols, here published for the first time in English in its original, significantly enlarged form, is a luminous and illuminating investigation of the works of eternity in time.

LOGO, FONT & LETTERING BIBLE

North Light Books Why be a designer who must rely upon preexisting typefaces and clip art when you can become the kind of designer who creates logos, fonts and lettering of your own? Leslie Cabarga, author of the bestselling Designer's Guide to Color

Combinations, has created a textbook of type for the experienced graphics professional as well as the beginning student of design.

A CONSTRUÇÃO DO LIVRO

PRINCÍPIOS DA TÉCNICA DE EDITORAÇÃO

LEXIKON Editora Emanuel Araújo explica, em detalhes, em edição revista e atualizada, todo o processo de produção de livros com as novas técnicas surgidas nas últimas duas décadas. Quando lançada a primeira edição de A construção do livro, Antonio Houaiss considerou-a uma "obra de consulta e referência indispensável em tudo quanto se refira aos temas [...] do livro". Hoje, mais de vinte anos depois, ela continua sendo a obra de referência mais consultada por profissionais e leigos interessados no processo de produção editorial. A 2ª edição com apoio da Fundação Biblioteca Nacional foi revista e atualizada de acordo com a nova ortografia por Briquet de Lemos, editor e professor de biblioteconomia e colega de Emanuel Araújo. Para facilitar o entendimento e a aplicação dos procedimentos editoriais, o livro é dividido em duas partes. Na primeira, são tratados os problemas de normalização, a fim de solucionar dúvidas e auxiliar os editores, revisores e tradutores quanto à padronização. Na segunda parte, o autor trata do processo industrial do livro, mostrando a designers, supervisores editoriais e produtores gráficos os elementos essenciais para o desempenho de suas tarefas. Por sua clareza e riqueza de informações, A construção do livro destina-se a todos que se interessam por livros e pelo processo de produção editorial.

DELIVER FIRST CLASS WEB SITES

101 ESSENTIAL CHECKLISTS

Sitepoint Pty Limited Drawing on dozens of books, studies, and research papers, this book distills not-so-common wisdom into 500 digestible guidelines and checkpoints that can be quickly applied to any Web Development project. All the checklists are downloadable in PDF format.

THE DESIGNER'S DICTIONARY OF COLOR

Abrams A guide to the cultural, historical, and social meanings of twenty-seven colors, plus examples of successful usage of each as well as options for palette variations. The Designer's Dictionary of Color provides an in-depth look at twenty-seven colors key to art and graphic design. Organized by spectrum, in color-by-color sections for easy navigation, this book documents each hue with charts showing color range and palette variations. Chapters detail each color's creative history and cultural associations, with examples of

color use that extend from the artistic to the utilitarian—whether the turquoise on a Reid Miles album cover or the avocado paint job on a 1970s Dodge station wagon. A practical and inspirational resource for designers and students alike, The Designer's Dictionary of Color opens up the world of color for all those who seek to harness its incredible power.

COLORSTROLOGY

WHAT YOUR BIRTHDAY COLOR SAYS ABOUT YOU

Quirk Books Four out of 10 North Americans read their horoscope daily, 10 out of 10 have a birthday, and almost all of them see the world in living colour.Colorstrology, already with a highly successful website at colorstrology.com, infuses elements of astrology and numerology with the spirituality of colour to create a colour profile for every day of the year. Cleverly packaged with 32 pages of perforated colour chips, this new genre of metaphysical fun will bridge the consumer gap between the house-proud urbanite and the barefoot spiritualist.Colorstrology, the company, is rolling out an entire line of branded products, from cosmetics and jewellery to cards and flowers, but this is the only comprehensive book available by the author who New York magazine calls a "must-see phenomenon."

SPLASH OF COLOR PAINTING & COLORING BOOK

Chronicle Books This unique painting and coloring book offers a fun and easy way to get into a creative flow and wash away stress. Printed on luxe watercolor paper excellent for paints, marker, pencil, or any coloring medium, the sumi-ink outlines from celebrated stationer Linda & Harriett become vivid, frame-worthy works of art with just a few splashes of color. A sturdy backing board makes it easy to work on any surface, while single-sided removable pages are perfect for easily sharing or displaying finished pieces.

SEVENTY-NINE SHORT ESSAYS ON DESIGN

Chronicle Books Seventy-nine Short Essays on Design brings together the best of designer Michael Bierut's critical writing—serious or humorous, flattering or biting, but always on the mark. Bierut is widely considered the finest observer on design writing today. Covering topics as diverse as Twyla Tharp and ITC Garamond, Bierut's intelligent and accessible texts pull design culture into crisp focus. He touches on classics, like Massimo Vignelli and the cover of The Catcher in the Rye, as well as newcomers, like McSweeney's Quarterly Concern and color-coded terrorism alert levels. Along the way Nabakov's Pale Fire; Eero Saarinen; the paper clip; Celebration, Florida; the planet Saturn; the ClearRx pill bottle; and paper architecture all fall under his pen. His experience as a design

practitioner informs his writing and gives it truth. In Seventy-nine Short Essays on Design, designers and nondesigners alike can share and revel in his insights.

FLASH PROFESSIONAL CS5 BIBLE

John Wiley & Sons Master the latest version of Flash with this revised edition of a perennial bestseller Flash enables you to create animations and can also be used to build an interactive, multimedia Web site. Completely enhanced and revised, this must-have reference covers everything you need to know to learn and master the latest version of Flash. Top Flash trainer and author Todd Perkins provides you with unparalleled comprehensive coverage of tips, tricks, and techniques that you won't find in any other resource. The reader-friendly format will appeal to both the novice as well as the accomplished professional and everyone in between. Serves as a comprehensive reference on all the latest updates and enhancements to the newest version of Flash Professional Appeals to both novice and experienced Flash developers and functions as their guide to the capabilities and possibilities of the new Flash Written by an experienced Adobe Flash instructor who is adept at making difficult topics easy to understand Includes a CD-ROM that features trial software, add-ons, plug-ins, shareware, templates, and examples Flash CS5 Professional Bible is an ideal resource to go from learning to mastering the latest version of Flash in a flash!

ROY G. BIV

AN EXCEEDINGLY SURPRISING BOOK ABOUT COLOUR

Bloomsbury Publishing Fascinating and original, everything you never knew about colour

FASHION

THE WHOLE STORY

Prestel Pub The second volume in Prestel's Whole story series is a lavish, nicely priced, and authoritative book tracing the complete evolution of fashion, from togas to Tory Burch. It profiles fashion icons to show how one designer or style influences another, explains the impact of cultural and historical events on daily wear, and demonstrates how technical innovation can take fashion in new directions. Engaging, all-encompassing, and overflowing with illustrations, this is an indispensable resource for anyone who loves fashion.

COLOR AND COLORIMETRY. MULTIDISCIPLINARY CONTRIBUTIONS

COLOUR PSYCHOLOGY TODAY

John Hunt Publishing Colour Psychology Today reveals new colour psychology information that comes from the author's pioneering research and studies on colour. The book discloses unique knowledge on how colour psychology impacts on the business world and the individual, borne out of the author's extensive work as a colour consultant and trainer that spans more than thirty years. Colour Psychology Today is unlike any other colour psychology book available. It is a 'must have' for colour enthusiasts, branding experts, marketeers, advertising execs, graphic designers, and anyone who would like to expand and develop the application of colour in their field of work.

APPLYING COLOR THEORY TO DIGITAL MEDIA AND VISUALIZATION

CRC Press This book provides an overview of the application of color theory concepts to digital media and visualization. It highlights specific color concepts like color harmony and shows how to apply the concept with case study examples and usage of actual online and mobile color tools. Color deficiencies are reviewed and discussed are color tools for examining how a specific color map design will look to someone with the deficiency. Other books on color examine artists' use of color, color management, or color science. This book applies fundamental color concepts to digital media and visualization solutions. It is intended for digital media and visualization content creators and developers.

WOMEN'S SUFFRAGE MEMORABILIA

AN ILLUSTRATED HISTORICAL STUDY

McFarland While historians have long recognized the importance of memorabilia to the Woman Suffrage movement, the subject has not been explored apart from a few restricted, albeit excellent, studies. Part of the problem is that such objects are scattered about in various collections and museums and can be difficult to access. Another is that most scholars do not have ready knowledge 1of the general nature and history of the type of objects (postcards, badges, sashes, toys, ceramics, sheet music, etc.) that suffragists produced. Then-new techniques in both printing and manufacturing created numerous possibilities for supporters to develop campaigns of "visual rhetoric." This work analyzes 70 different categories of suffrage memorabilia, while providing numerous images of relevant objects along the way and discussing these innovative production methods. Most important, this study looks at period

accounts, often fascinating, of how, why when, and where the memorabilia were used in both America and England.