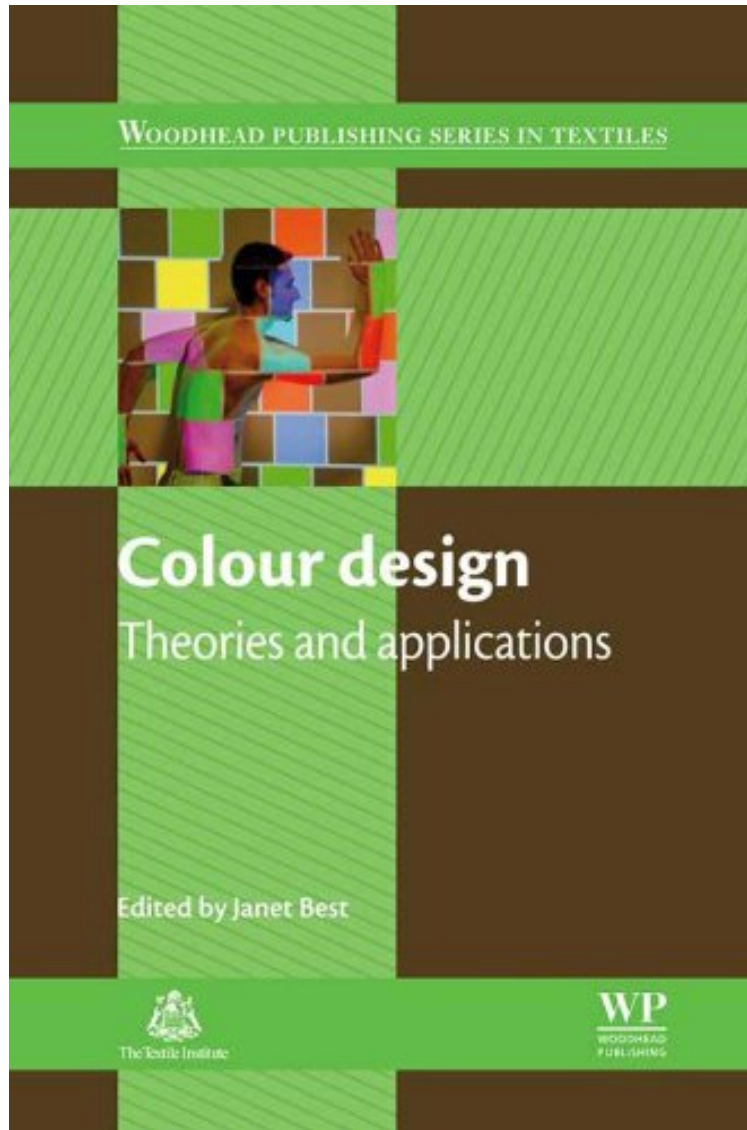


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## Colour Design: Theories and Applications (The Textile Institute Book Series)

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**From Woodhead Publishing : Colour Design: Theories and Applications (The Textile Institute Book Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Colour Design: Theories and Applications (The Textile Institute Book Series):

Given its importance in analysing and influencing the world around us, an understanding of colour is a vital tool in any

design process. Colour design provides a comprehensive review of the issues surrounding the use of colour, from the fundamental principles of what colour is to its important applications across a vast range of industries. Part one covers the main principles and theories of colour, focusing on the human visual system and the psychology of colour perception. Part two goes on to review colour measurement and description, including consideration of international standards, approval methods for textiles and lithographic printing, and colour communication issues. Forecasting colour trends and methods for design enhancement are then discussed in part three along with the history of colour theory, dyes and pigments, and an overview of dye and print techniques. Finally, part four considers the use of colour across a range of specific applications, from fashion, art and interiors, to food and website design. With its distinguished editor and international team of contributors, Colour design is an invaluable reference tool for all those researching or working with colour and design in any capacity. Provides a comprehensive review of the issues surrounding the use of colour in textiles Discusses the application of colour across a vast range of industries Chapters cover the theories, measurement and description of colour, forecasting colour trends and methods for design enhancement

An articulate and monumental reference book... An invaluable resource for anyone serious about colour., Selvedge Magazine This book should have pride of place in any personal or business library where potential readers work in the colour field with an emphasis on textiles, fashion and soft furnishings., Colour Group Australia The chapters on colour standards and description provide an excellent introduction to the CIE colorimetry system. The book is a testament to the breadth of the field., Coloration Technology About the Author Janet Best is internationally recognised as an expert in global textile colour management. Her work with inspirational designers and leading edge colour technology providers in fashion retail has developed the foundation for a vast international network of colour specialists including artists, designers, architects, colour chemists, scientists, psychologists and educators. Janet's knowledge and passion for colour allows her to work seamlessly with a wide range of industries and professionals creating many successful entrepreneurial collaborations. Janet's work is a clear demonstration that 'colour has no boundaries' and 'every business is in the colour business'.