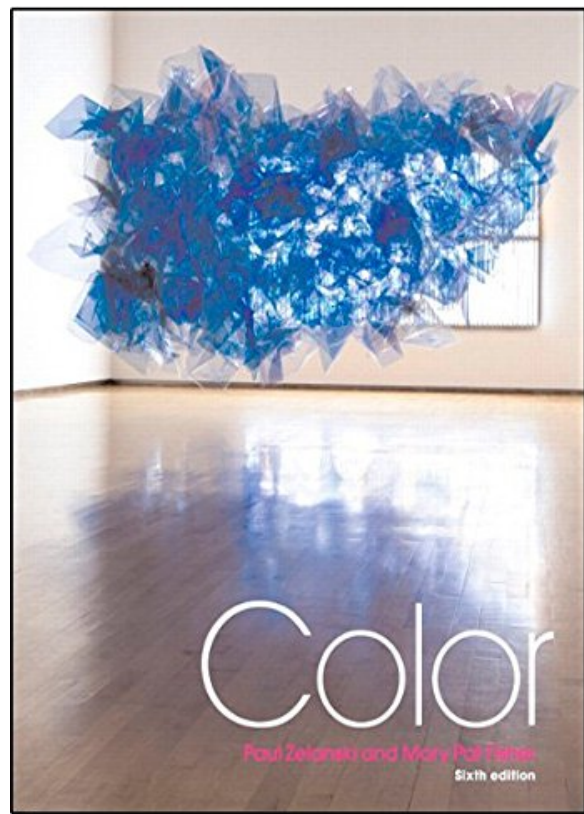
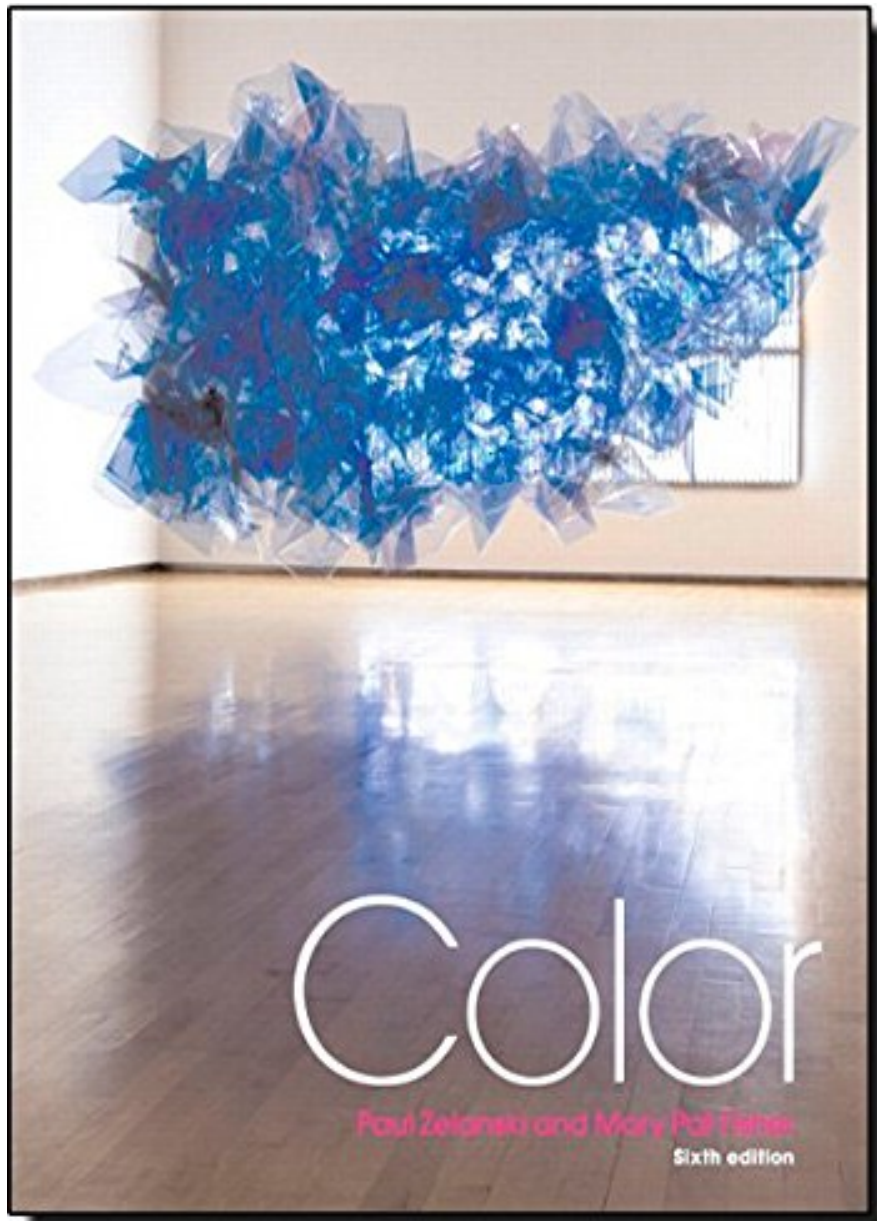


**COLOR (6TH EDITION) BY PAUL J.
ZELANSKI PROFESSOR EMERITUS, MARY
PAT FISHER**



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From the Publisher

This text provides an introduction to the many different approaches to understanding color, including aesthetics, science, and psychology.

From the Back Cover

The sixth edition of *Color* is an invaluable introduction to the art and the science of color and its uses. It provides a solid and thorough foundation in the aesthetic and practical basics of this all-pervasive subject, with many quotations from artists past and present on the subtleties of their techniques. The material on new technologies has been reorganized and updated so that pigment mixtures are now explored before light mixtures.

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Special Features of the Fourth Edition

This fourth edition of *Color* reflects the tremendous range of color choices in the studio and the marketplace. There are now millions of colors available through computer graphics, more than the human eye can even distinguish. The section on computer-generated colors includes the complications of color matching when designers are working with both computer and printing technologies. Color choices in such crafts fields as ceramics, glass, and fibers are also mushrooming as they cross the soft boundary between fine and applied arts. Optical color effects continue to be an area of artistic experimentation, and these are illustrated and discussed in detail.

In the midst of these burgeoning choices, students are given a clear and solid foundation for understanding uses of color. Some 35 lively new images have been added to this edition, from cave paintings to twenty-first century virtual reality installations. Illustrations of points under discussion reflect the great variety in color applications, including historic and contemporary paintings, sculpture, installation pieces, crafts, photographs, advertisements, cartoons, commercial design, computer art, video, architecture, landscape design, interior design, and clothing. The work of women and multicultural art are naturally interwoven throughout the text.

For this edition, new visual demonstrations have been added, such as the effects of different lighting sources, reflective qualities of different surfaces, the Bezold Effect, and the phenomenon of color constancy. There is new material on the emotional and physiological effects of different hues, and on the spatial effects of colors. Cutting-edge virtual reality and video installations are illustrated and discussed. Website design and current printing technologies are included in updated discussions of computer-based art. Technical sections have been modified for greater clarity and ease of understanding. Technical material is provided in ways that can form take-off points for artists' own explorations of the intriguing world of color.

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Mary Pat Fisher

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Mystery of Color Solved For Me!

By C. Roy

This book was required text for a color theory class I took recently. For years I've been looking for information on color but could not find anything beyond the basics, usually associated with painting/art books. This book is all- encompassing: information about various color theories, perceptions of color, color and light, color in printing and more. It is full of examples, pictures, graphs, charts. I came away with the information that I knew must be out there! I would recommend this book to any color student. Mine is dog-eared!

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Brilliant book on Color Theory!

By Jim

This book is a must read for anyone studying the visual arts.

This is a brilliant book. He is a brilliant artist. I studied under Paul Zelanski at the University of Connecticut, School of Fine Art. He used to have a lot of fun with us during class critiques. A favorite saying of his was "You know, there is no such thing as an ugly color. But THIS... THIS comes pretty close (pointing to something hanging on the studio wall)!" Then he'd launch into a wonderful dissertation on the theory and practice of color. I learned a great deal from him. You will too from his book.

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too useful to sell

By Abbey Moore

I always re-sell all my textbooks on amazon. This was my most expensive textbook and I was really looking forward to getting some of my money back at the end of the semester. Surprisingly though, I've decided to hold on to it throughout my time at art school. It's usefulness is worth far more than \$60.

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