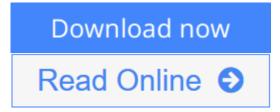


Contemporary Color: Theory and Use

By Steven Bleicher



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CONTEMPORARY COLOR is back with a beautifully produced and lavishly illustrated second edition! Combining a solid grounding in traditional color theory and a thorough exploration of effective color use in digital applications and 3D design work, this introduction to contemporary color text is a must have for all art students. Written by a leading design educator and artist whose work is widely exhibited, this text features a balanced examination of essential theory and its practical application using today's cutting-edge technology. Contemporary Color, second edition covers a wide range of topics including all the basics on color theory, while also examining the latest on digital color, 3D design, and variations in color across nations and cultures. To complement this inclusive content, the text features thought-provoking discussions of the psychological impact of color, the future of color, creativity, and best practices for students and working artists. A vast collection of vivid images, drawn from both classical and contemporary artists, rounds out the text with powerful examples to illustrate applied color theory in all of its dazzling diversity.



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Editorial Review

Review

"I like that this book covers a wide range of topics related to color theory. Beginning with the physiology of the human eye and continuing on all the way through to digital color it really does cover a wealth of information about color."

"Overall, it is easy to read, organized well and comprehensive in content for our use. The chapter on Color Psychology is especially useful to my course and the Digital Color section applies to Color Theory and to the Graphics programs we teach. I can easily relate the information from one class to another."

About the Author

Steven Bleicher is a tenured professor in the Visual Arts Department at Coastal Carolina University. After receiving his B.F.A. and M.F.A. from Pratt Institute, Professor Bleicher worked and taught at the New York Studio School of Drawing, Painting and Sculpture; the State University of New York; Brooklyn College; and Marian College. He also served as a senior faculty member in the Arts and Humanities Program at the Art Institute of Fort Lauderdale and was assistant dean of the School of Art and Design at the Fashion Institute of Technology. In addition to teaching, Professor Bleicher is active as a visiting lecturer and consultant on color psychology for clients including Staples, Inc., and The Savannah College of Art and Design. He is also an accomplished artist whose work is included in many major collections and has been widely exhibited in numerous solo and group exhibitions both nationally and internationally.

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