



# Contemporary Color: Theory and Use

By Steven Bleicher

Download now

Read Online →

## Contemporary Color: Theory and Use By Steven Bleicher

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.

 [Download Contemporary Color: Theory and Use ...pdf](#)

 [Read Online Contemporary Color: Theory and Use ...pdf](#)

# Contemporary Color: Theory and Use

*By Steven Bleicher*

## Contemporary Color: Theory and Use By Steven Bleicher

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.

## Contemporary Color: Theory and Use By Steven Bleicher Bibliography

- Sales Rank: #441613 in Books
- Brand: Brand: Cengage Learning
- Published on: 2011-03-30
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x .60" w x 7.90" l, 1.45 pounds
- Binding: Paperback
- 240 pages

 [Download Contemporary Color: Theory and Use ...pdf](#)

 [Read Online Contemporary Color: Theory and Use ...pdf](#)

## **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.

## **Users Review**

### **From reader reviews:**

#### **Maria Kraus:**

With other case, little folks like to read book Contemporary Color: Theory and Use. You can choose the best book if you like reading a book. So long as we know about how is important some sort of book Contemporary Color: Theory and Use. You can add know-how and of course you can around the world by just a book. Absolutely right, due to the fact from book you can recognize everything! From your country until foreign or abroad you can be known. About simple matter until wonderful thing you can know that. In this era, we could open a book or perhaps searching by internet device. It is called e-book. You should use it when you feel weary to go to the library. Let's read.

#### **Brandon Huff:**

Reading a publication can be one of a lot of exercise that everyone in the world adores. Do you like reading book so. There are a lot of reasons why people like it. First reading a book will give you a lot of new details. When you read a guide you will get new information due to the fact book is one of several ways to share the information as well as their idea. Second, looking at a book will make an individual more imaginative. When you examining a book especially fiction book the author will bring that you imagine the story how the characters do it anything. Third, it is possible to share your knowledge to some others. When you read this Contemporary Color: Theory and Use, you may tells your family, friends along with soon about yours book. Your knowledge can inspire different ones, make them reading a book.

**Wendell Nadeau:**

The publication with title Contemporary Color: Theory and Use possesses a lot of information that you can understand it. You can get a lot of benefit after read this book. This kind of book exist new expertise the information that exist in this publication represented the condition of the world currently. That is important to yo7u to find out how the improvement of the world. That book will bring you within new era of the globalization. You can read the e-book in your smart phone, so you can read that anywhere you want.

**Dianne Janelle:**

A lot of guide has printed but it is different. You can get it by world wide web on social media. You can choose the very best book for you, science, comedy, novel, or whatever through searching from it. It is known as of book Contemporary Color: Theory and Use. Contain your knowledge by it. Without leaving behind the printed book, it may add your knowledge and make anyone happier to read. It is most essential that, you must aware about e-book. It can bring you from one place to other place.

**Download and Read Online Contemporary Color: Theory and Use  
By Steven Bleicher #NDQABCPF6ZU**

## **Read Contemporary Color: Theory and Use By Steven Bleicher for online ebook**

Contemporary Color: Theory and Use By Steven Bleicher Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Contemporary Color: Theory and Use By Steven Bleicher books to read online.

### **Online Contemporary Color: Theory and Use By Steven Bleicher ebook PDF download**

#### **Contemporary Color: Theory and Use By Steven Bleicher Doc**

**Contemporary Color: Theory and Use By Steven Bleicher Mobipocket**

**Contemporary Color: Theory and Use By Steven Bleicher EPub**

**NDQABCPF6ZU: Contemporary Color: Theory and Use By Steven Bleicher**