Best Practices for Graphic Designers, Color Works: Right Ways of Applying Color in Branding, Wayfinding, Information Design, Digital Environments and Pretty Much Everywhere Else

Eddie Opara, John Cantwell

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This is the go-to guide for designers as it outlines and details the essential color design skills needed to create successful, meaningful, and aesthetically compelling designs. Along with hands-on projects, it offers unique insights into strategy and business when working in the real world with real clients. *Color Works* starts with basic information on color practices and fundamentals, and then delves more deeply into theory and application on a project-by-project basis. Illustrated with real-world projects and case studies, this book offers a behind-the-scenes take on the design process and the necessary steps to go from concept to final outcome, including the challenges encountered along the way.

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