

## Art/Graphic Design

*Principles of Color Design* is the definitive introduction to color for graphic designers and artists. Presented clearly and beautifully in full color throughout, this is an invaluable guide to color principles and design techniques for students and professionals alike.

This Second Edition offers 50% new material in an enlarged format. In addition to offering a solid foundation to color design principles, the Second Edition contains two completely new sections on the computer and electronic color. Basic concepts and methods for generating colors electronically are introduced, and 11 new color guides demonstrate more efficient ways of attaining color harmony on the computer.

*Principles of Color Design*, Second Edition, continues to provide the beginner with a foundation to develop a personal color sense. Written by Wucius Wong, an internationally recognized fine artist and authority in the design field, this classic book presents principles, theories, and applications simply and elegantly.

### **PART I**

Establishes design principles

### **PART II**

Examines common color principles related to the use of color pigments

### **PART III**

Helps the beginner develop systematic color thinking with the aid of exercises

### **PART IV**

Introduces principles and techniques for generating colors on the computer

### **PART V**

Presents color sets and guides for attaining color harmony

### **ABOUT THE AUTHOR**

**Wucius Wong** is the author of two additional best-selling texts published by John Wiley & Sons, Inc., including *Principles of Form and Design*. Mr. Wong studied at the Columbus College of Art and Design in Columbus, OH., and later at Maryland Institute of Art in Baltimore, where he earned his B.F.A. and M.F.A. degrees.

In 1970 Mr. Wong was awarded a fellowship by the John D. Rockefeller 3rd Fund. He was Assistant Curator of the Hong Kong Museum of Art from 1968 to 1974, and Senior Principal Lecturer at the Swire School of Design, Hong Kong Polytechnic from 1974 to 1984. His paintings have been exhibited extensively in the United States and abroad.

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