



# Color: An Introduction to Practice and Principles

By Rolf G. Kuehni

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Provides a solid foundation to the fundamentals of color science, this new edition contains thorough explanations of key technical concepts concerning light, human vision, and color perception phenomena, provides broad coverage of color order systems, examines color reproduction technologies and techniques, and offers a historical review of the development of color theory and art.

- \* Provides a concise, non-mathematical introduction to color science and technology, in an easy-to-read, conversational style
- \* Thoroughly revised from the first edition
- \* Includes a glossary of important terms

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## **Editorial Review**

### Review

"For readers wishing to expand their general understanding and appreciation of color and its perception, this is a fine book." (*Journal of Pyrotechnics*, Summer 2005)

"A good addition to any library, this should be useful for the color interests of artists, designers, craftsmen, philosophers, psychologists, color technologies, and students in related fields." (*CHOICE*, April 2005)

### From the Publisher

The scientific principles and concepts of color--the nature of light, perception and the measurement of color--are compiled in this introductory reference. It goes beyond standard textbooks on color science to explore the complexity of color as a science and as it relates to art, evolution, and perception. It provides a relatively simple but technically correct and up-to-date study of the subject.

### From the Back Cover

A single source for the essential scientific principles and concepts of color--now revised and updated

When it comes to color, people can agree on generalities: the sky is blue, grass is green, roses are red. Yet color is actually a highly complex phenomenon, dependent on a multitude of factors such as light conditions or chemicals in the eye and brain. Researchers disagree on whether colors even exist in the world, or whether they are purely products of human consciousness. As these intellectual debates continue, new technologies are greatly increasing our ability to model and reproduce colors.

Color: An Introduction to Practice and Principles, Second Edition provides a practical, up-to-date resource for understanding contemporary theory and applications of color. Concise, nonmathematical, and not overly technical, this text draws together knowledge from a number of disciplines to present a comprehensive overview of color science.

Greatly revised and expanded from the previous edition, this Second Edition:

- Features new information on perception phenomena, color order, and recent technological advances
- Touches on historical, philosophical, and art-related topics
- Includes a glossary of important terms
- Offers a useful timetable of color in science and art

Ideal for color scientists, vision scientists, and industrial chemists and engineers, as well as artists and designers, Color: An Introduction to Practice and Principles, Second Edition is a single, accessible source for the principles, concepts, and applications of color.

## **Users Review**

### **From reader reviews:**

#### **Raymond Hernandez:**

As people who live in the particular modest era should be up-date about what going on or facts even

knowledge to make all of them keep up with the era which can be always change and move forward. Some of you maybe can update themselves by studying books. It is a good choice for yourself but the problems coming to an individual is you don't know which one you should start with. This Color: An Introduction to Practice and Principles is our recommendation to help you keep up with the world. Why, because book serves what you want and wish in this era.

**Mary Davis:**

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**Lillie Moreland:**

Color: An Introduction to Practice and Principles can be one of your starter books that are good idea. Many of us recommend that straight away because this e-book has good vocabulary that could increase your knowledge in terminology, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort to set every word into pleasure arrangement in writing Color: An Introduction to Practice and Principles yet doesn't forget the main stage, giving the reader the hottest and also based confirm resource data that maybe you can be one of it. This great information could drawn you into fresh stage of crucial thinking.

**Eileen Moore:**

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