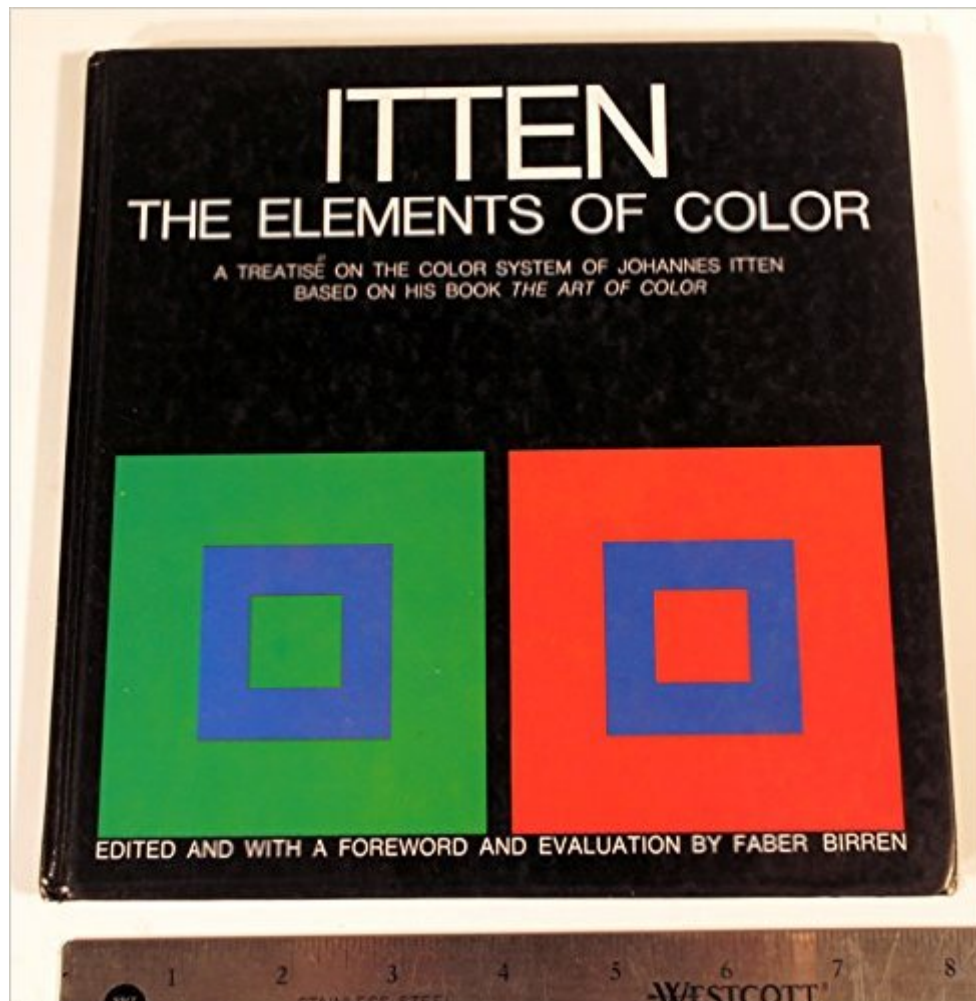


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The Elements Of Color: A Treatise On The Color System Of Johannes Itten Based On His Book The Art Of Color



Synopsis

This useful simplification and condensed version of The Art of Color presents Itten's essential theories on color, and includes practical exercises. Illustrated.

Book Information

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Customer Reviews

Itten's analysis and application of color is thoughtful and scientific. As a practicing art director, I have successfully used the theories and methods explained in "Elements of Color" for over twenty years. I also teach them to my design classes. Whether you use a paintbrush or a mouse, his "seven color contrasts" will prove invaluable.

I have been a professor for 15 years. "The Elements of Color" has been required reading for many of my courses. It is not only enriching as a color theory document, but it helps expand the artist or designers possibility of using, arranging and conceiving color.

I took an art course to learn about colour and learnt nothing. Then I read this book...It answered all my questions and informed me about areas of colour theory I had never dreamt of. Now I paint with knowledge and confidence.

I've seen printed versions of this book and I've been thinking about getting it for a while. Never in my wildest dreams did I think the kindle version would be in black and white. When discussing color and showing diagrams showing the actual colors really helps. I am soo soo disappointed with this

purchase. The books content itself is amazing but I'm going to rethink ordering ebooks from in the future.

Itten, himself is one of the greatest color theorist of our century, and the masterful mind behind the Bauhaus School. In this book Itten describes his color theory and the facts of his famous "Color Star", which is one of the most strongest tools for color harmony for designers and alike. Most color books have samples of color harmonies you choose from when you design, or talk about complementary colors, but cant tell you why u use such combinations or so. If you have an analytical approach to design, rather than just copying what others do, you will love this book. You will begin to understand the language of colors. Have u ever heard of "the Seven Color Contrast", if not then it is time for you to get familiar about it. This book is an evaluation of Ittens masterpiece "Art of Color". The chapter on subjective experience of color is very limited in this book. If you are willing to invest more on color matters buy "Art of Color". If you are happy to stay with the basics then this book is adequate for your purposes.

It's been difficult to give a balanced critique. On one hand, "Elements of Color" has a wealth of information, but on the other, it takes serious committment to fully understand and comprehensively apply the information Itten presents. There is much valuable data, but it's interspersed with almost stereotypic, outmoded "Teutonic" concepts; e.g. assigning "Blond Types" springtime, bright, vivid colored topics, while "Dark Types" should be assigned "Night, Burial and dark room" topics. There is much valuable, technical information, but it is like digging through hard stone to find the gold; overwrought and culturally centered, judgemental statements are very common ("red expresses intermediate degrees between the infernal and sublime"... what's this?!?!). Other statements seem value-laden, i.e., "sentimental blue", "angelic pink", "blue reigns supreme"... Some excuse may be found in realizing the concepts in this treatise may have been developed before the Post Modernist Age, which accepts cultural and ethnic diversity, that accepts art and the use of color as being open to various interpretations, that color is certainly relative and greatly subjective, that many statements about color are only opinions... and that there is no absolute truth as to what color is "right" or "wrong". Unless the reader is studious and very serious about trying to unearth the information contained in this book, he or she is much better served by studing Albers or others. Too bad there is no editing, no index, and no glossary. What would Itten think of the book, "Chromophobia"? ... Pablo Tellez

I purchased this book because I wanted to understand colors, color schemes and theory(ies) better in order to apply to my necklace designs. It's a good book to have in your library, but it won't answer all the questions you may have about some applications. Itten's other books however cover pretty much everything; try *The Art of Color*, for example, if you'd like learn more about color effects on moods/feelings.

This book was recommended by an instructor. I am new to this crazy pursuit of oil painting. My instructor called this her "bible" of color theory, but I honestly didn't understand much of it. Way too detailed, written in language that may be appropriate for someone who has a degree in fine art or art education, but certainly not for a beginner.

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