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Nota di contenuto	Intro -- Dedication -- Copyright -- Title Page -- He -- Contents -- Introduction -- 1 The Terminology of Color -- 2 Basic Color Theories -- Additive Color Theory -- Subtractive Color Theory -- 3-D Color Theory -- 3 The Creation of Color Wheels -- The Spectral Range of Color Wheels -- Expanding the Color Wheel -- 4 Color Legibility -- Readability -- Legibility -- Contrast -- Warm and Cool Colors -- The Color Matrix -- Utilizing Field Colors with Text Type -- 5 Color Calibration and Overprinting -- Color Sinking and Overprinting -- Quality of Color Proofs -- 6 Color Prepress and Printing -- Dot Gain -- Undercolor Removal -- Pixels, Lines, and Dots per Inch -- Bit Depth Range and Raw Formatting -- Printing Order -- Color Correcting Images for Press -- Type Reversals and Knockouts with Solids, Tints, and Shades -- 7 Behavioral Effects of Color -- Micro Color Responses -- Macro Color Associations -- Acknowledgments -- Contributors -- Index.
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