



Color: The Secret Influence (2nd Edition)

Kenneth R. Fehrman, Cherie Fehrman

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Exceptionally authoritative and applied, this handbook/tutorial/workbook provides a firm foundation in the basics of color harmony and usage and explores the vast and often hidden ways in which color affects our everyday lives—culturally, psychologically, and physiologically. Based on well-controlled, scientific studies, it separates color myth from color fact, and shows readers how color affects, for example, our health, spending habits, perceived image, communication, weight, sex lives, and consumer brand preferences. Self-contained segments on different aspects of color or specific application areas provide convenient handbook use. Detailed experiential exercises cross over into many fields—e.g., interiors, fashion, graphics, healthcare, architecture, environment and landscape, hospitality, etc. The Color Connection. Color: Pigment and Light. Color Myths and Biases. Color and Health. Color and Psychology. Color in Interiors. Color in Architecture and Landscape Design. Color in Advertising and Marketing. Color in Fashion and Textile Design. Color in Culture and Society. Color Order Systems. Color: Pushing the Envelope. For Interior Designers, Interior Decorators, Product Designers, Graphic Designers, Architects, Product Designers, Fashion Designers, Healthcare workers (specifically Physical Therapists, Chiropractors and alternative medicine practitioners such as Aromatherapists, Color Therapists, and Holistic Medicine Practitioners and well as holistic Veterinarians), and Education Administrators.

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