Color for lmpact

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Abstract

A book review of *Color for lmpact* by Jan V. White.

Color for Impact, ©Jan V. White, Westport, CT, 1994, 64 pps. + cover, 8.5 x 11, 4-color and 2-color. Booksmith, Inc. (ISBN 0-9641594-1-4). $29.95 ($26.95 plus $3.00 S&H).

Color for Impact is hot off the press and ready to, "clarify relationships, rank information, establish priorities, cut through clutter, provide continuity, develop character, blend form and content, help understanding, and emphasize function in your publication."

Written by Critique and Awards Program judge (and distinguished international graphics consultant, author, and lecturer), **Jan White** (pronounced "yon"), *Color for Impact* offers exciting ideas about how to use color to your advantage. A sneak peak at chapter content reveals many "profitable" ideas that help make a publication the best that it can be. Examples include: "Getting the best out of color, Ten Commandments on using color, where to use color, how much color to use, copying color in black and white, making the most of color, which color to choose, combining colors, and more.

A chapter of great interest to some readers may be the one entitled, "Which color to choose." Within these four pages, Jan, though warning that generalizations are sometimes dangerous, thoroughly considers the cultural and psychological implications of color use: What a color implies, how it may be perceived—even how the gender of the reader may influence perception of the material due to color.

Apparently color studies have shown rather intriguing results. For instance, "Red and yellow rooms feel warmer in terms of temperature, whereas blue rooms feel cooler. Experiments also show that blue schoolrooms are quieter and lead to better-behaved pupils who learn more." In the supermarket, "Green is ... the ideal color used as a separator between packages of meat at the supermarket meat counter, since it is the complementary color to red, and thus makes the meat appear fresher, juicier, and more irresistible. Don't send green mailers to farmers in the summer," Jan warns, "They are surrounded with the color so your appeal won't stand out. Use red instead. But do use green in winter, when they will anticipate its return and feel good about it."

Jan White describes the purpose of the book as follows, "Color in print is not an aesthetic medium but a rational tool you use for editorial purposes: emphasis, persuasion, linkage, organization, recognition. If it also creates beauty, so much the better. But its functionality is more valuable than its prettiness. It is both tricky and

logical at the same time. Not easy to use. That's why I have distilled the most practical tips into this fully-packed How-to."

Several poignant suggestions are made in the opening pages of *Color for Impact*. Right away, the reader can put practical information to good use. The author suggests that you, the designer, keep in mind what you want the color to accomplish. He suggests that color, "makes everything look better and raises the perception of quality— it grabs attention, increases the attention span of the reader, simplifies complex information, and improves recall." These are just a very few of the items that Jan offers in chapter one.

After reviewing *Color for Impact*, this reviewer can recommend this publication with great enthusiasm. *Color for Impact* succinctly presents a great cadre of information, clearly, precisely; and all-in-all gives the layman, or professional designer something to chew on while organizing bunches of information that a designer may "know" but not necessarily understand how to express. Well done!

Color for Impact may be purchased by calling 203/227-2774. You will find it no where else.

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