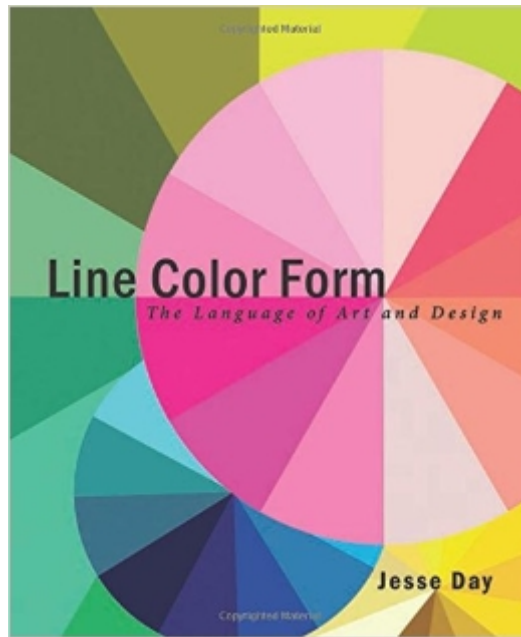


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# Line Color Form: The Language Of Art And Design



## Synopsis

Design students today are more visually literate than ever before, and their learning style naturally favors the visual over the textual. So why should they learn art and design theory from a traditional textbook? The only guide of its kind, *Line Color Form* offers a thorough introduction to design theory and terminology in a visually appealing and accessible format. With hundreds of illustrations and minimal text, this primer was created with visual learners in mind, making it ideal for art students as well as those for whom English is a second language. Each chapter focuses on a single aspect of visual composition, such as line, color, or material. After an illustrated discussion of fundamental vocabulary, the chapters move on to applications of the concepts covered. These applications are again demonstrated through images, including photographs, color wheels, significant works of art, and other visual aids. Each image is accompanied by a descriptive paragraph offering an example of how the vocabulary can be applied in visual analysis. The book culminates with a section on formal analysis, aimed at teaching readers how to express their observations in formal writing and critical discourse. With its emphasis on the visual, this unique guide is a highly effective learning tool, allowing readers to gain an ownership and mastery of terms that will benefit them academically and professionally. Whether you are a design educator, student, or professional, native or non-native English speaker, this bright and concise reference is a must.

## Book Information

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## Customer Reviews

As an arts educator, I have been waiting for years for a book like this for my students. Mr. Day has accomplished something remarkable with *Line Color Form* "given us an entry point into visual

culture and the visual arts (with all of its subtlety, nuance, and confusion) that is approachable and easy-to-understand. This information in this book is so vital and empowering to the beginning art and design student (not to mention for a few of us old-timers, too!) that it's a wonder that it's taken so long for someone to do what Mr. Day has accomplished with this. It should be required reading in every art and design program in the country.

This book is wonderful when it comes to learning all about colors and its impact on us (our moods and emotions). The various ways an artist can use line and form to create all kinds of compositions to achieve desirable results. In my book 'A STRATEGIC PAINTER: MASTERMIND YOUR CRAFT' I have mentioned about this book in a couple of places as I found the information contained in it pertinent to my topic of discussion. I really enjoy looking at it and reading it from time to time as it is 1.Colorful, 2.Succinct, 3.Informative, 4.Well written and 5. Even has a Glossary List of art words in the end which I find delightful. I am really surprised to see nobody took the time to write a review on this treasure of a book. I purchased this book from a book store not , therefore I will not get a verified purchase.

As coordinator for the tutoring center at a university with a large design program, I'm constantly on the lookout for new and inviting resources. It's forever a challenge to engage art students in the writing process, and Line Color Form offers some welcome support in this area. Day provides the necessary language and critical thinking skills for visual learners to describe their work as well as that of others. The book flows brilliantly, beginning with lessons on descriptive vocabulary and culminating with instruction and examples of formal analysis and other common essay types. If Strunk & White's The Elements of Style and Itten's The Art of Color had a really attractive and well-designed baby, we'd end up with this indispensable tool. More than 50% of my students speak English as a second language, and Line Color Form is perfectly suited to meet the needs of that population and native speakers alike. I highly recommend LCF for all art/design students and faculty (ESL or otherwise). I put a copy on every one of our 30+ tutors' desks!

It is easy to make simple things complicated but pure genius to transform the most complex things into simple forms. Jesse Day has done just this in an easily accessible book on art and design. I love everything about this work. It is a joy to use, neither a dictionary nor an encyclopedia, it simulates what we like most about the Internet: quick and easy access to seminal information. It's universal, economical and practical; visually appealing and offering more than dry content, but more

importantly, an informed way of seeing. Here is a book that offers real value to students and teachers alike. Clearly, Jesse is onto a new method of learning where the acquisition of knowledge is fun! While this is a book about art and design, it is itself a masterful work of art! [...]

I teach English as a second language at an art and design college and this book is perfect for the kinds of problems my students have when writing about art. It gives them every tool they need and the freedom to use those tools how they want to. As a teacher, it's easy to incorporate the book into the classroom, as well as develop activities around it. I've watched it empower students with a voice to talk about what they love: art and design. Since incorporating Jesse Day's book into my lessons, the students are writing stronger papers. When I ask them what was most helpful, it's always his book.

I had to say that it's very useful and good printing! It is very professional as a tool book! Woof

Whether you are working with ESL, High School students or College Freshman, Line Color Form is an excellent resource that helps students to build a design vocabulary which can be utilized in all types of formal analysis. The book is incredibly clear, to the point and visually driven. The content covers a broad range of two and three dimensional design principles, color theory and the fundamental vocabulary necessary for analyzing and deconstructing the fine art/design process. The content allows students to attach specific terminology to everything they create and highly enriches their communication skills in critiques, discussions and written assignments.

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