

EL COLOR EN EL DISEÑO GRAFICO

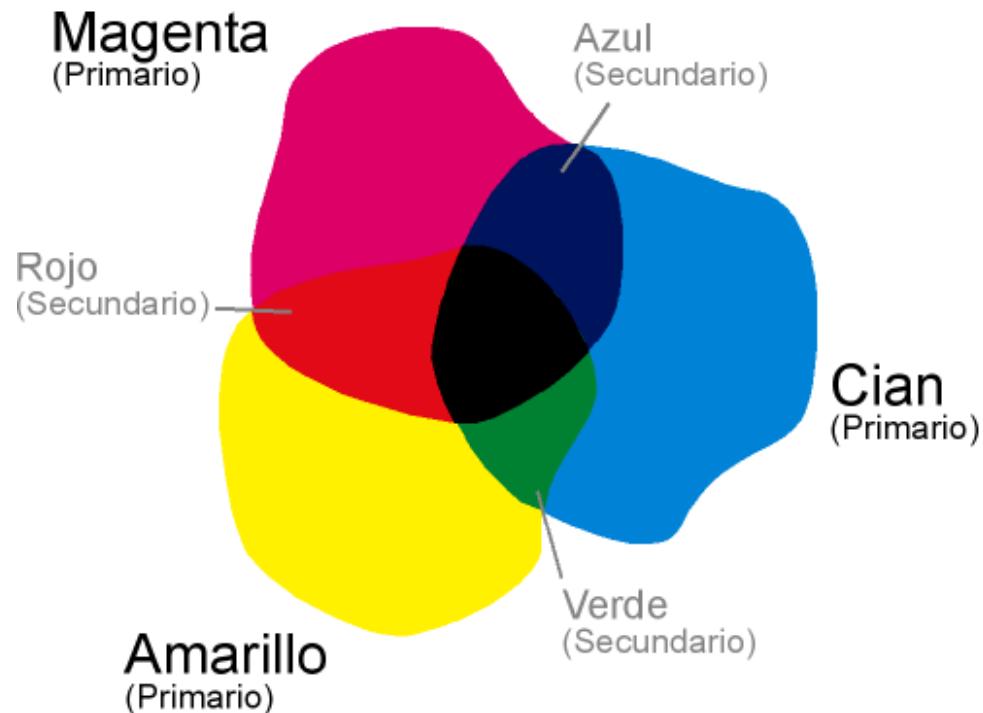
Alan swann

Daniela Sandoval palmera

LA CIENCIA DEL COLOR

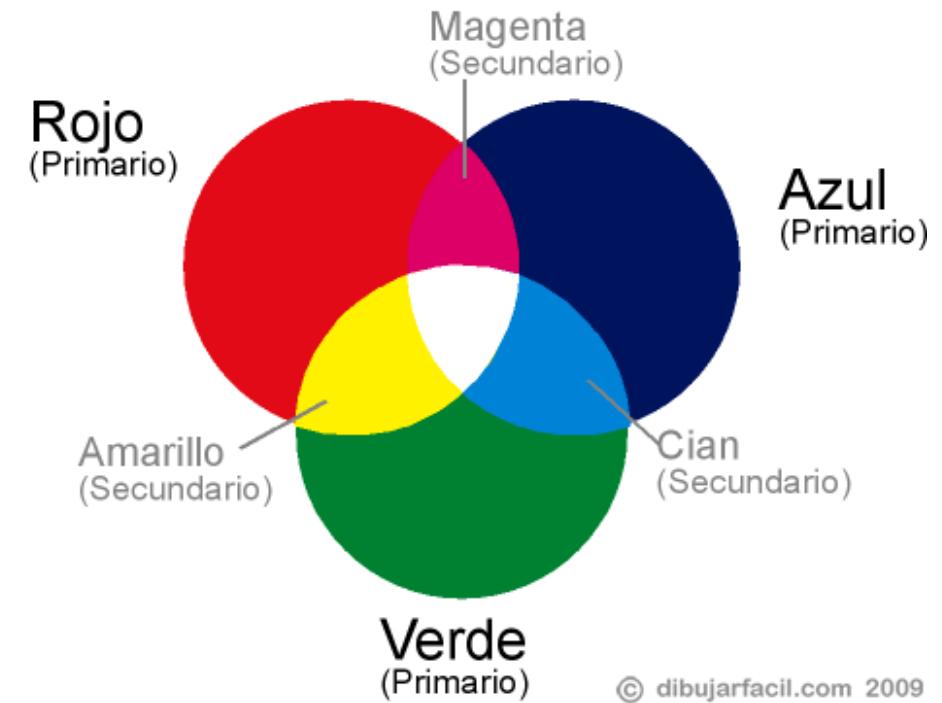
SUSTRACTIVOS

Colores en dibujo, pintura, imprenta...

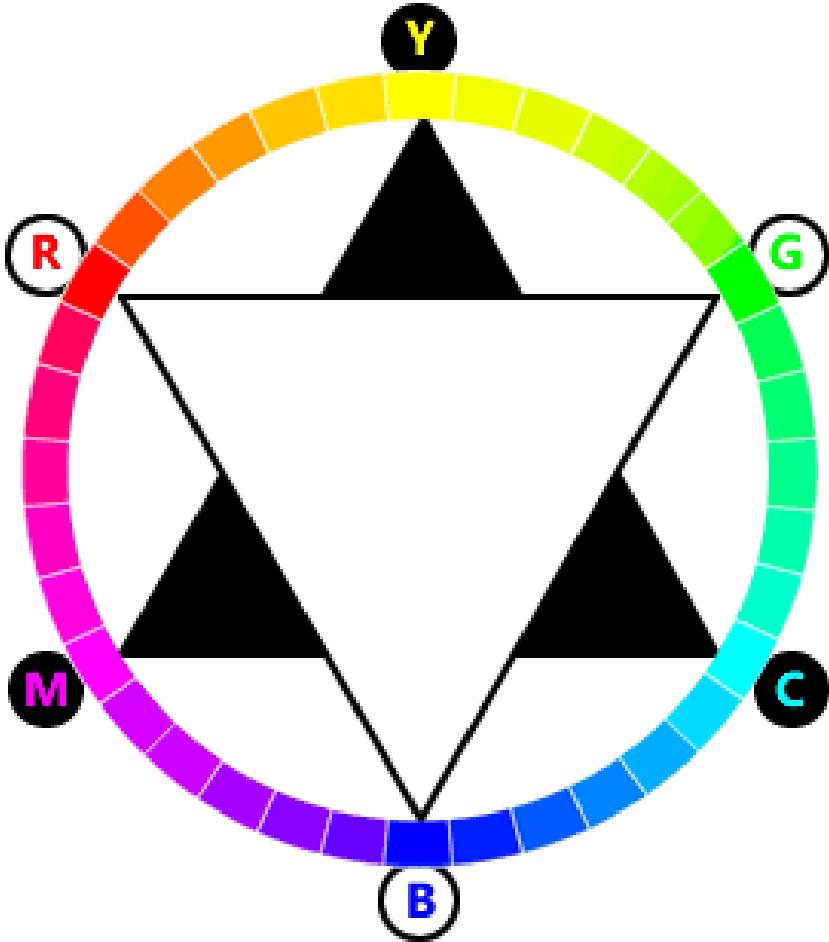


ADITIVOS

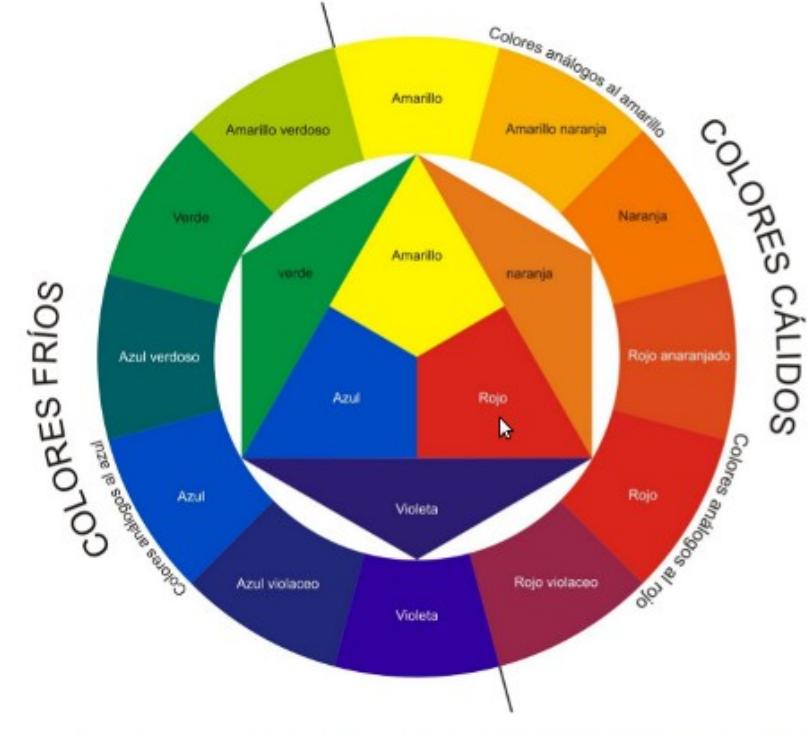
Colores luz, focos, pantallas...



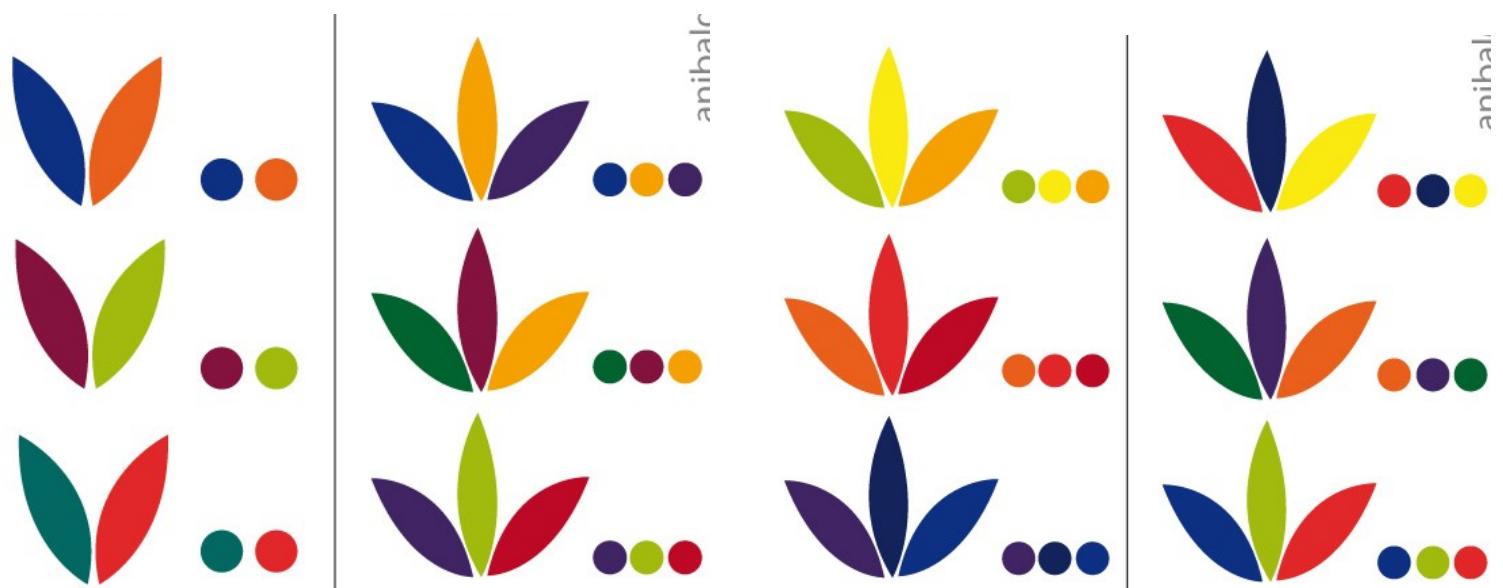
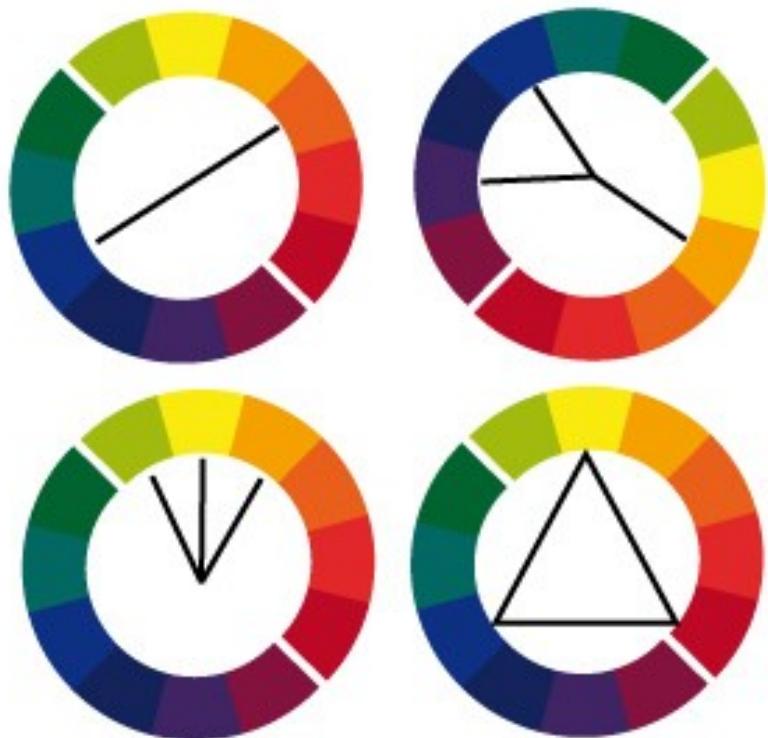
CIRCULOS DEL COLOR



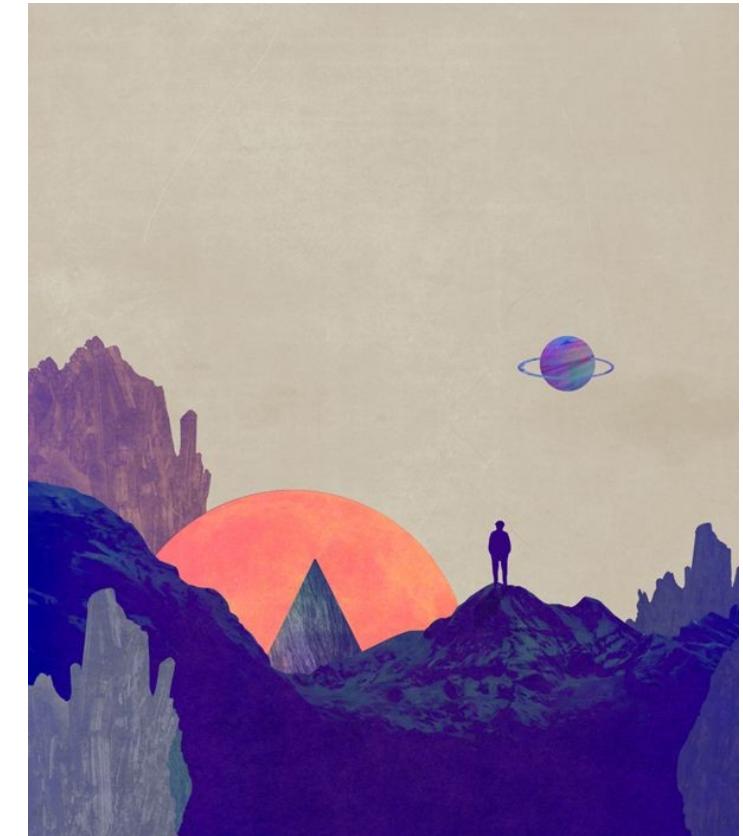
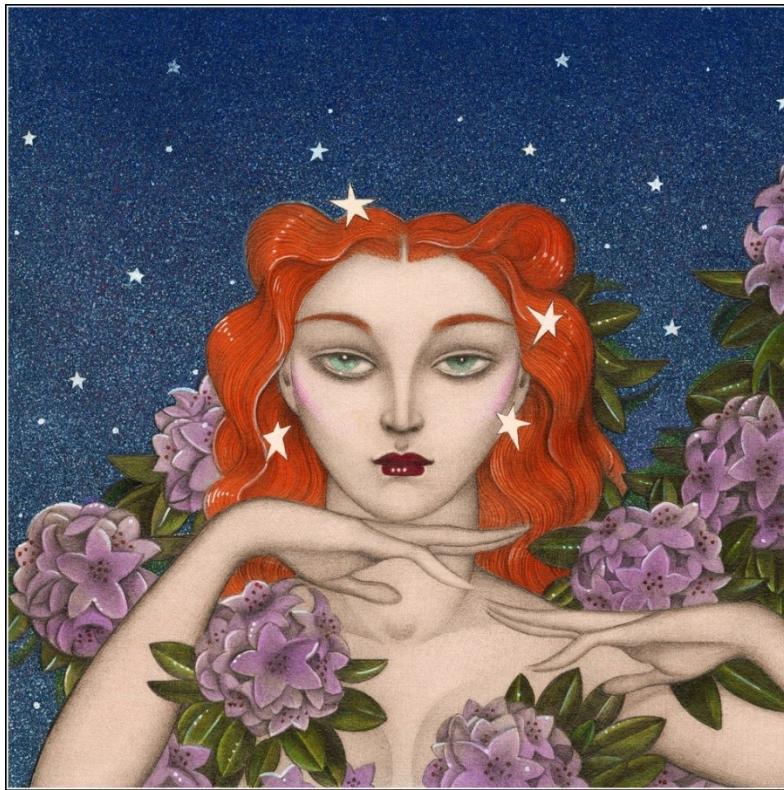
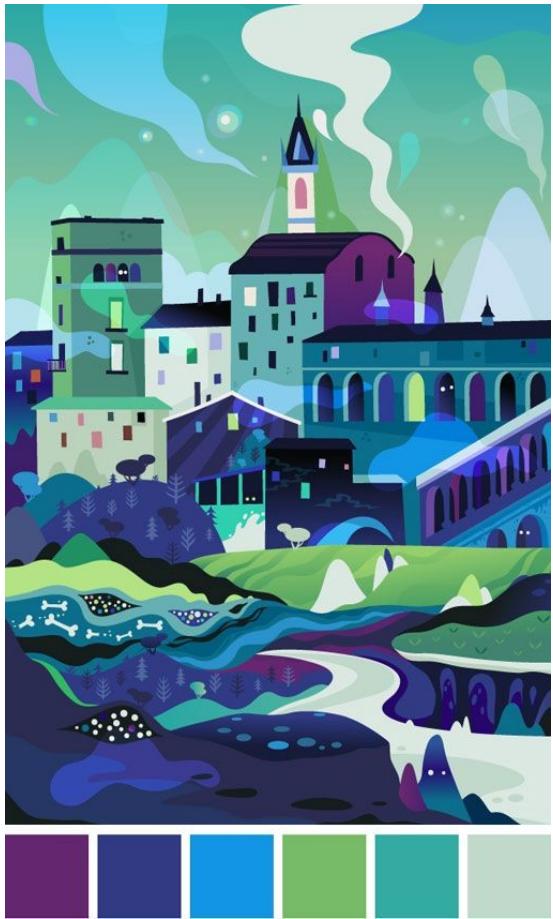
R G B
C M Y



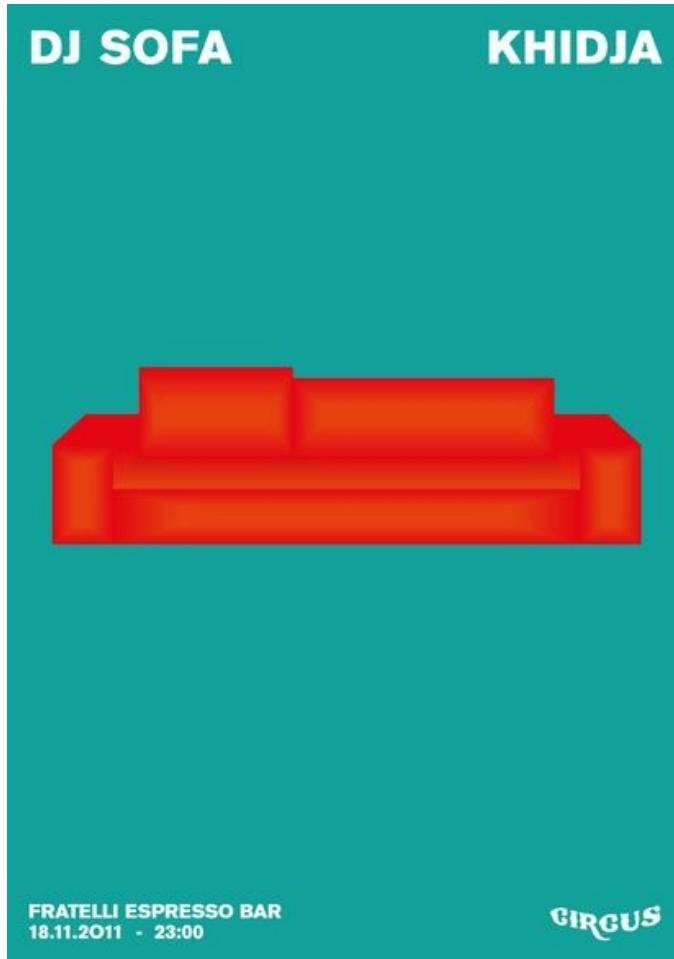
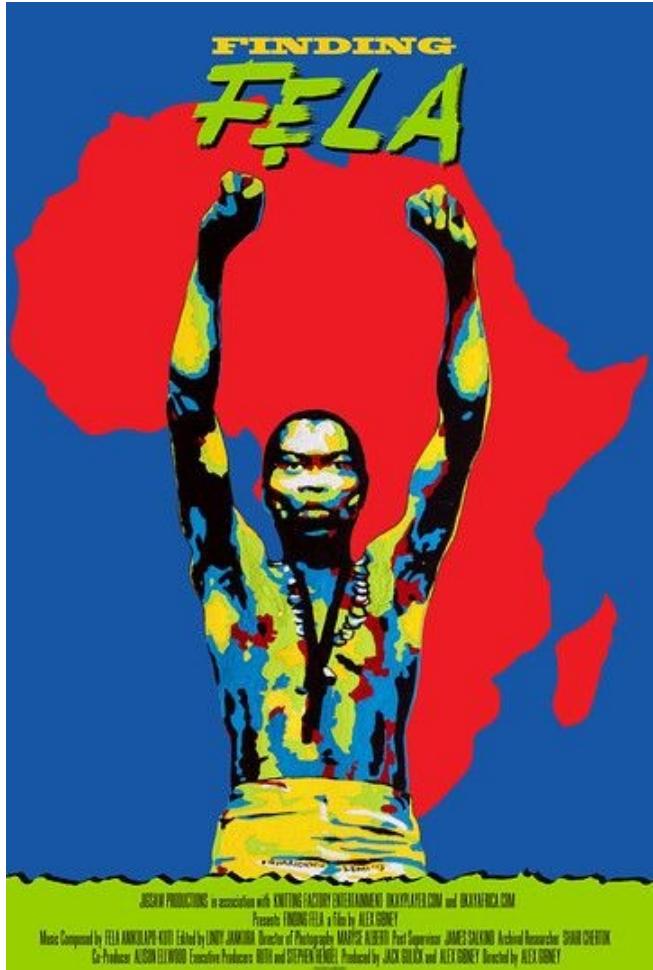
COMBINACIONES DE COLORES



COLORES ARMONIOSOS



COLORES DISCORDANTES





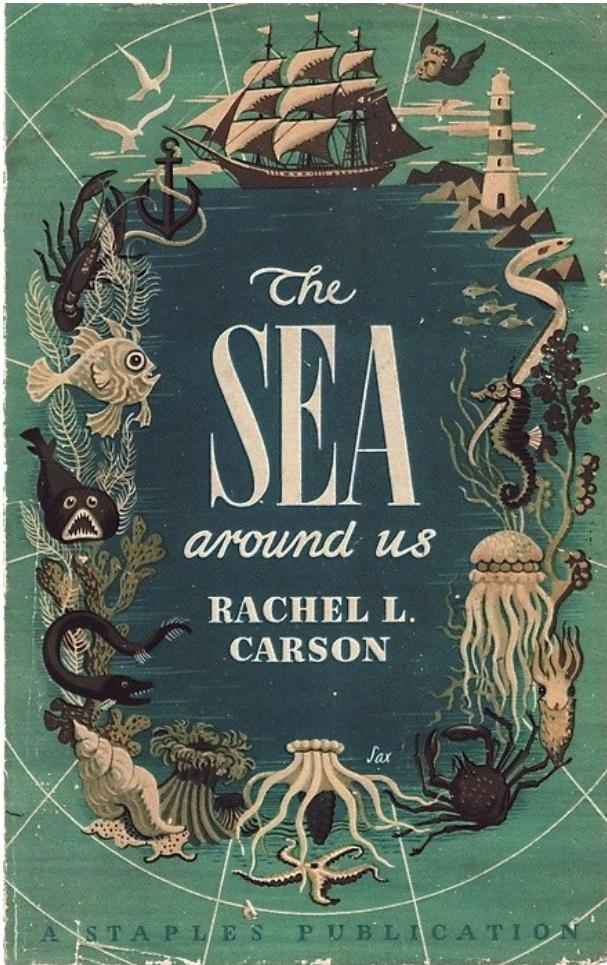
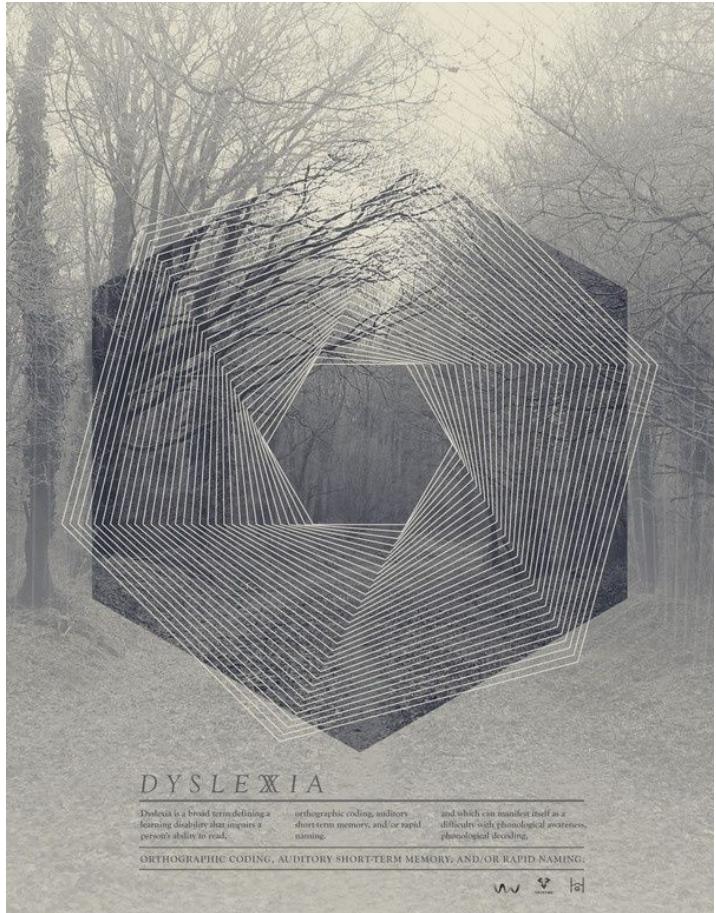


BOINCED

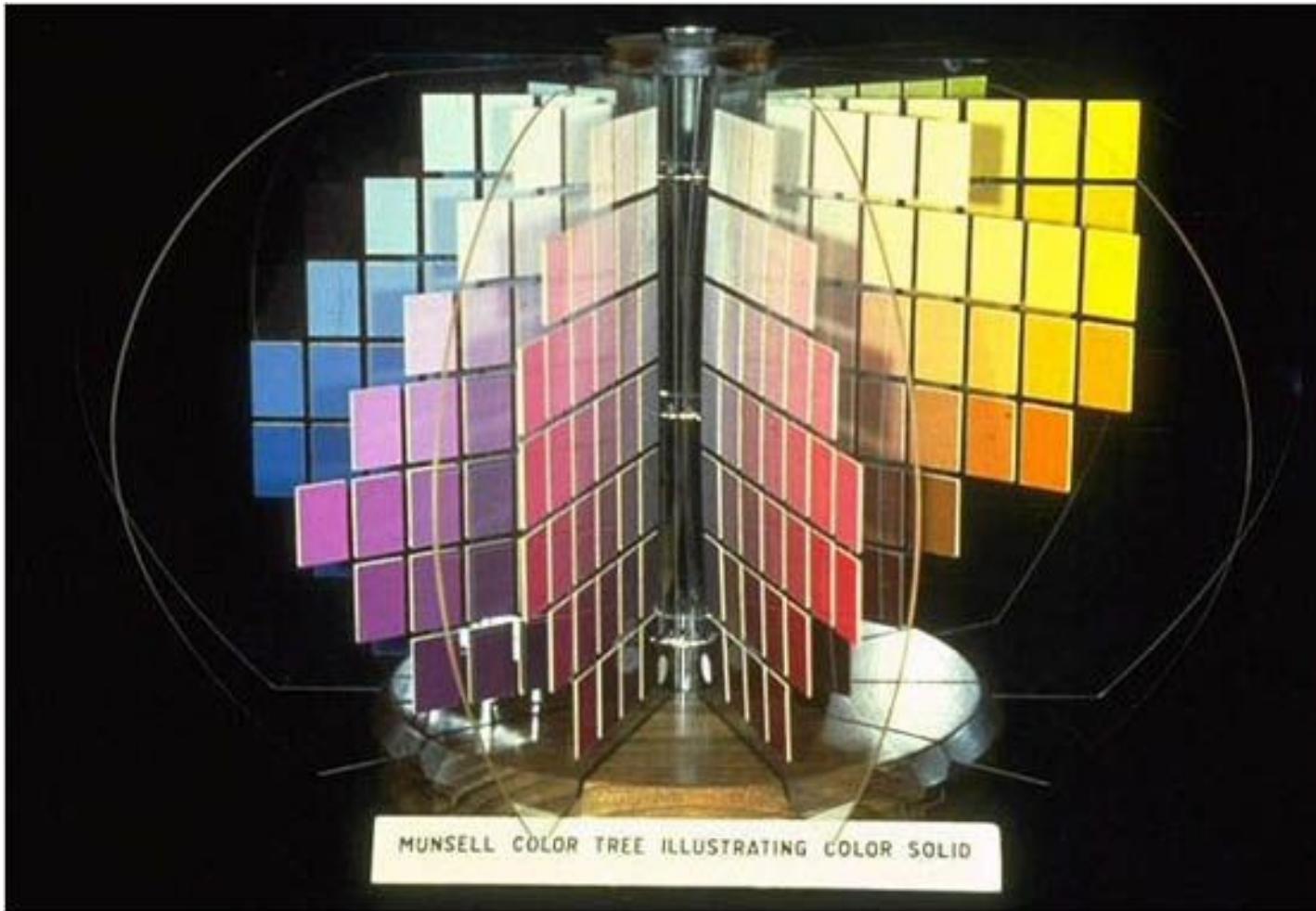
COLOR DOMINANTE

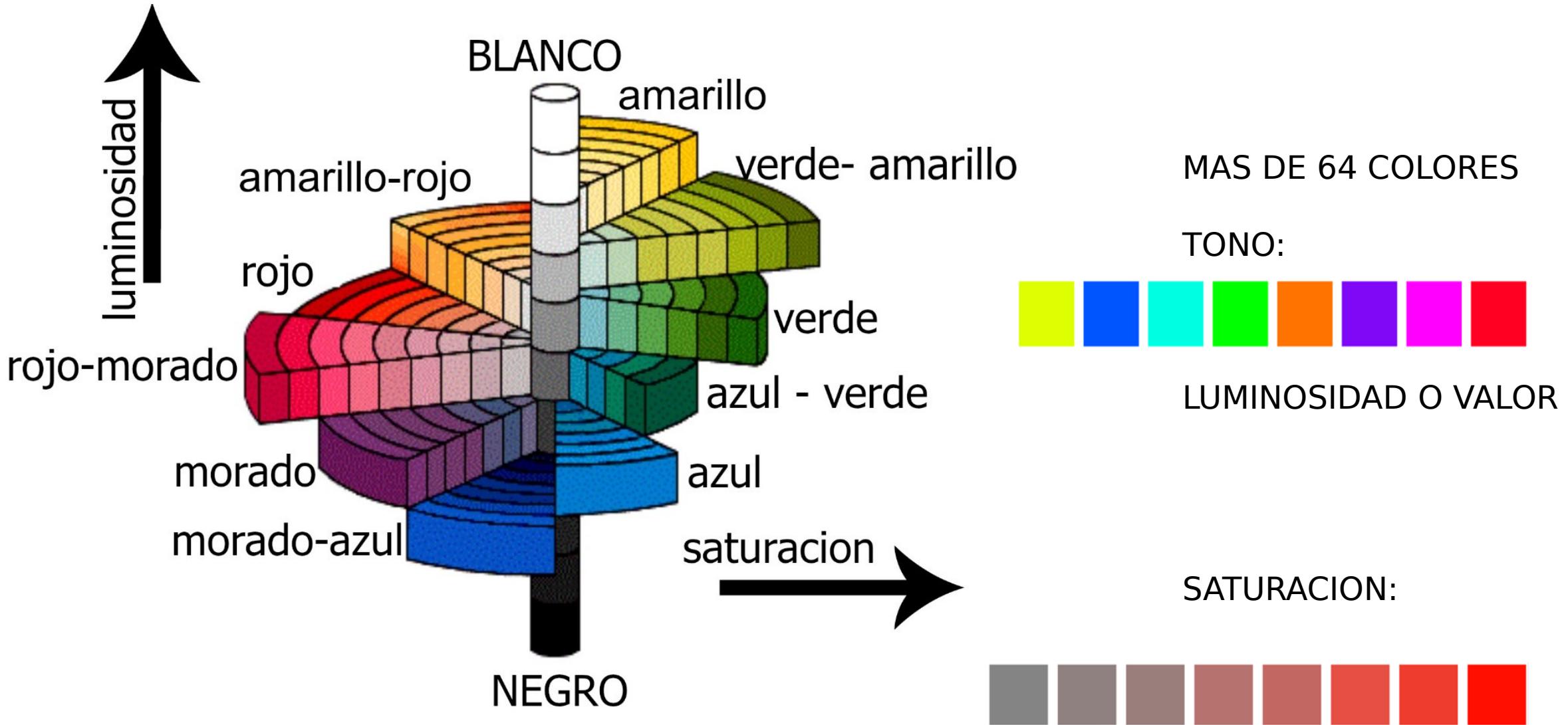


COLOR RECESIVOS



DEFINICION Y ESTANDARIZACION DE LOS COLORES





SERIGRAFIA

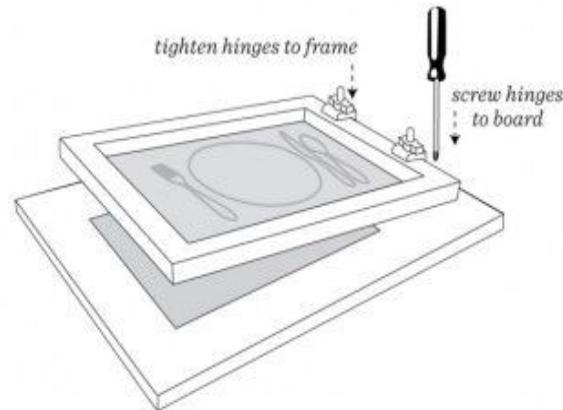


figure 1

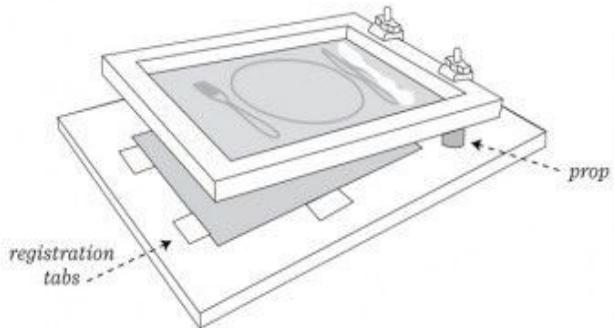


figure 2

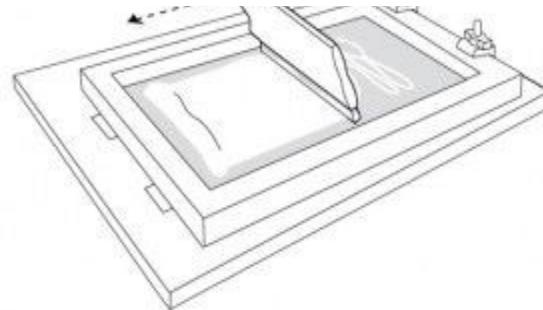


figure 3

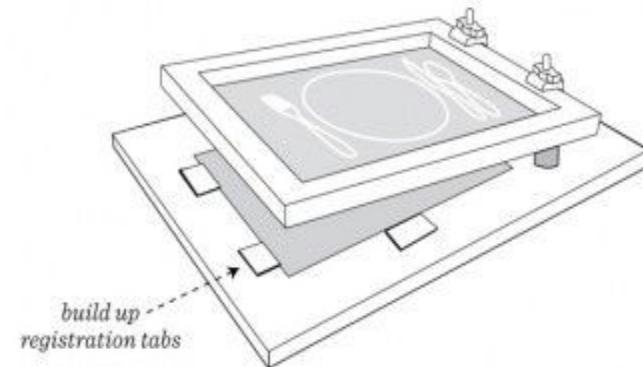
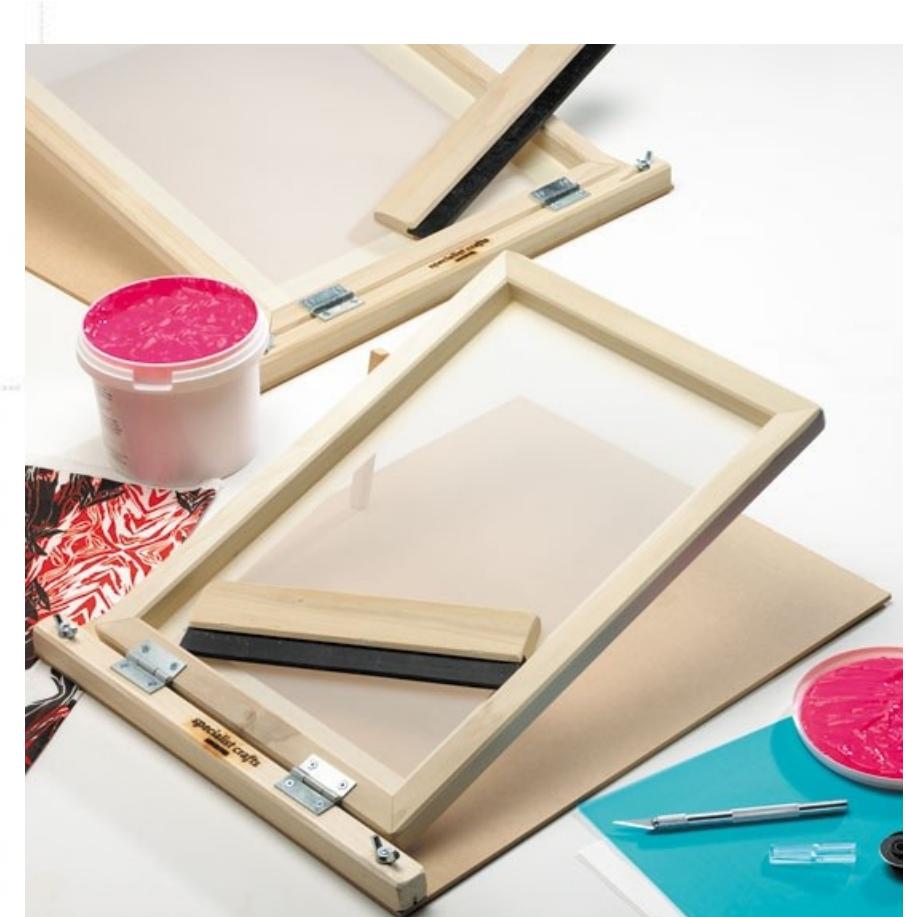
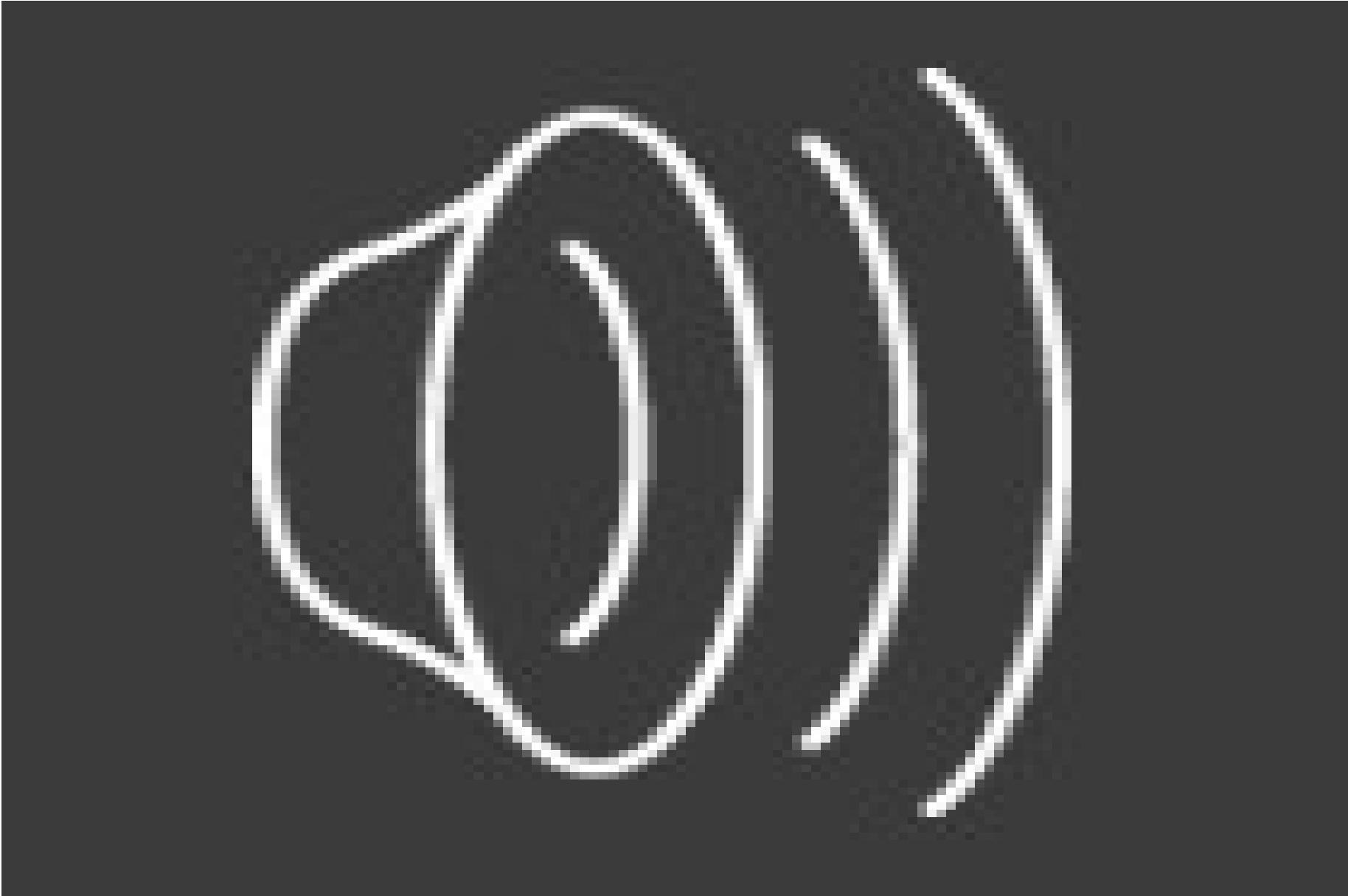


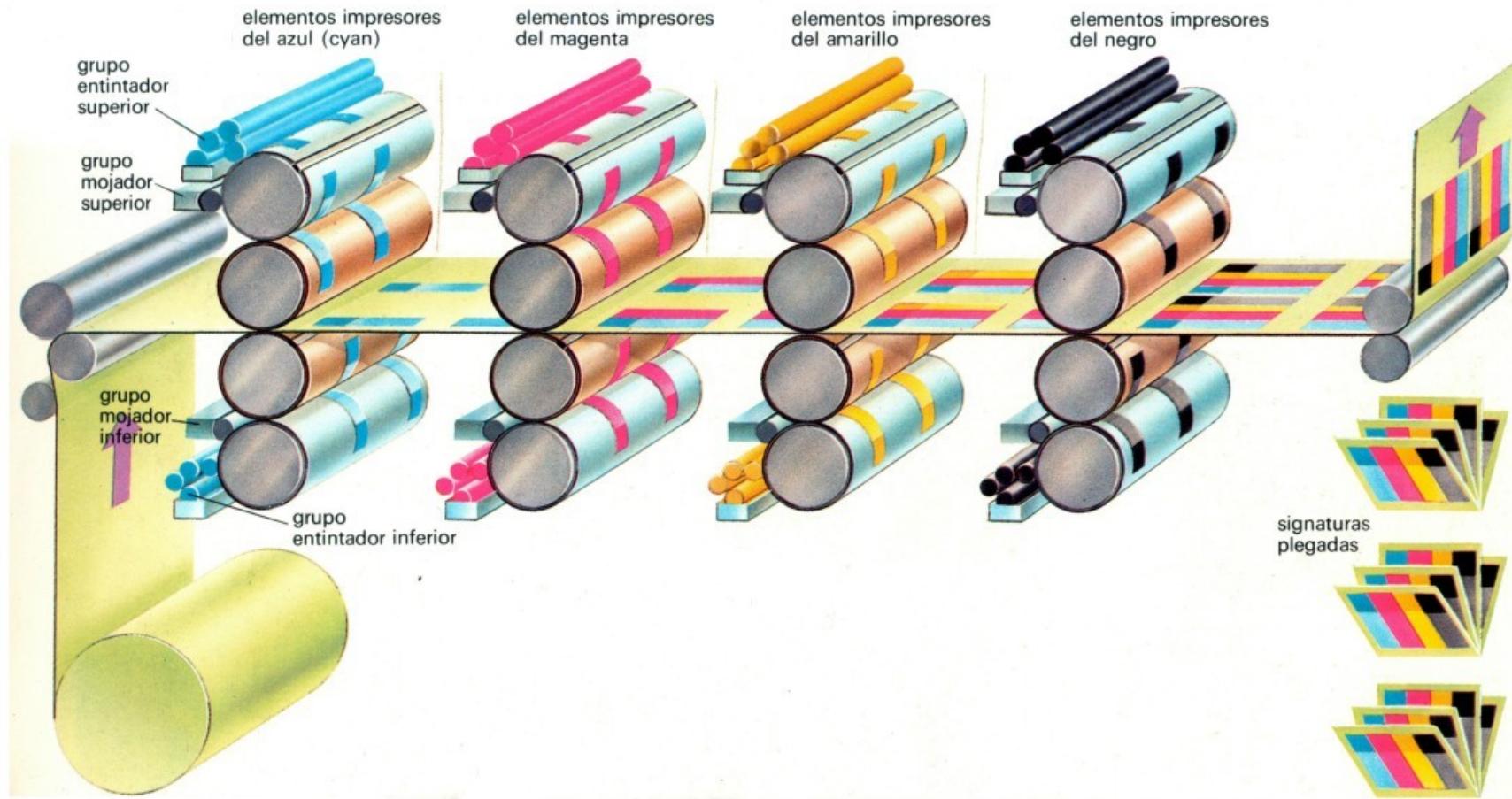
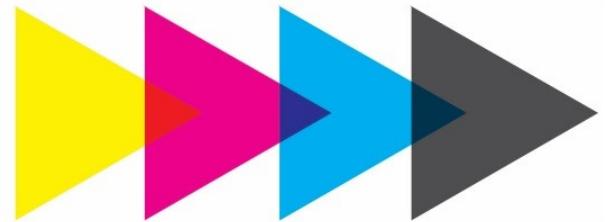
figure 4





IMPRESIÓN EN COLOR

LITOGRAFIA EN CUATRICROMIA



Murder in Hollywood

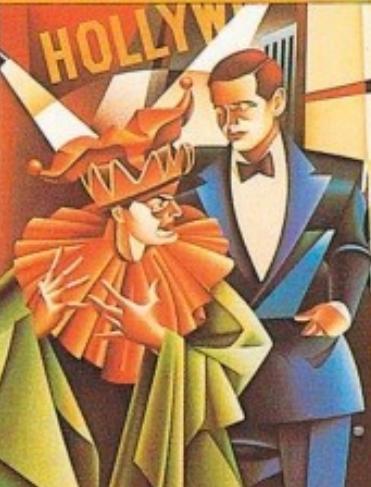
THE PUZZLE OF THE HAPPY HOOLIGAN



"One of the world's shrewdest and most amusing detectives."
—The New York Times

THE PUZZLE OF THE HAPPY HOOLIGAN

A Hildegarde Withers Mystery



STUART PALMER

The screenwriting team of Stafford and Dolie have played so many practical jokes at Mammoth Productions that everyone from the boom operator to the big-eame producer feels like breaking their necks. Minutes after Miss Hildegarde Withers arrives on the set as technical advisor for a film about Lizzie Borden, someone murders Stafford.

Why was his secretary searching Dolie's office?

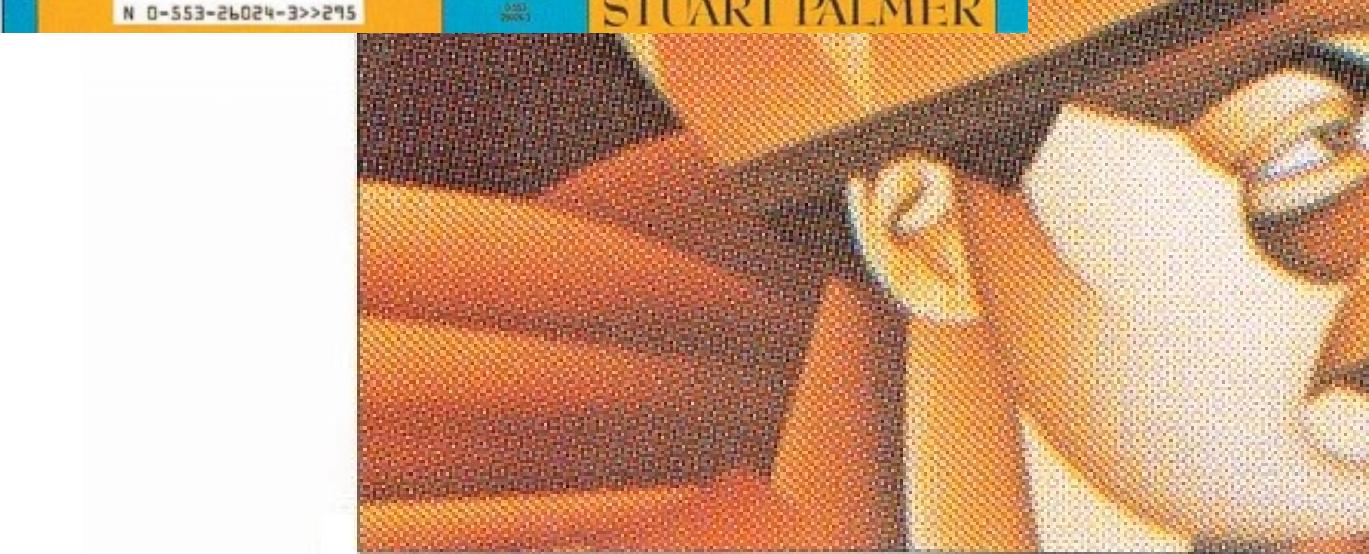
Who was blackmailing the screenwriters?

How does a long-forgotten Greenwich Village murder tie in to Stafford's demise?

Defying the police and snooping into the murder could turn Miss Withers' film debut into a swan song. Her penchant for crime will put her in a perilous position from Hollywood and Vice to the Brown Derby when the cameras get ready to roll and another victim is about to star in his own death scene...

"A thrilling yarn with a clever and original pay-off."

—Saturday Review

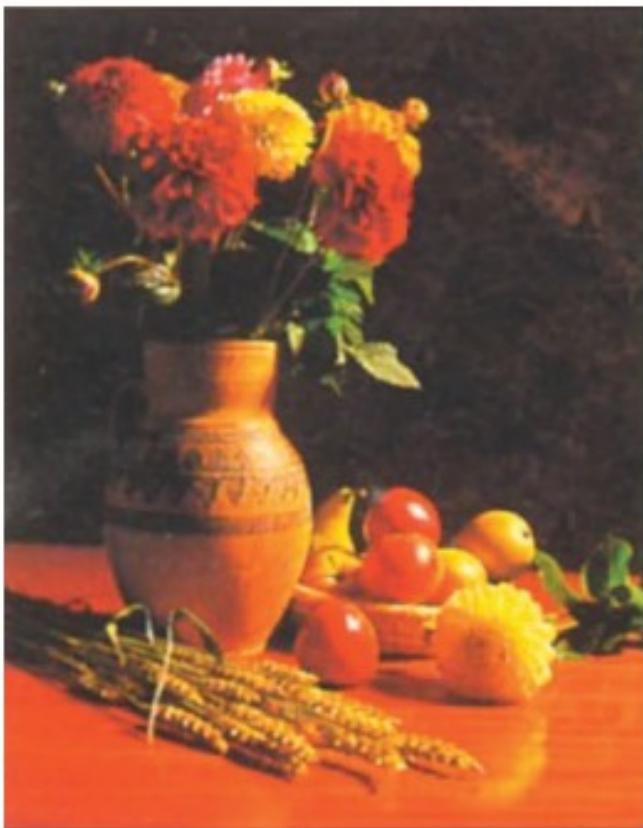


La portada del libro se aprecia como un color plano, de hecho es una ilusión óptica.

La ilustración y los colores planos son producidos por el mismo método: pequeños puntos juntados para producir efectos tonales o de tono continuo.

En esta ampliación se muestra como los puntos de color de juntan para crear el efecto de tonos sólidos

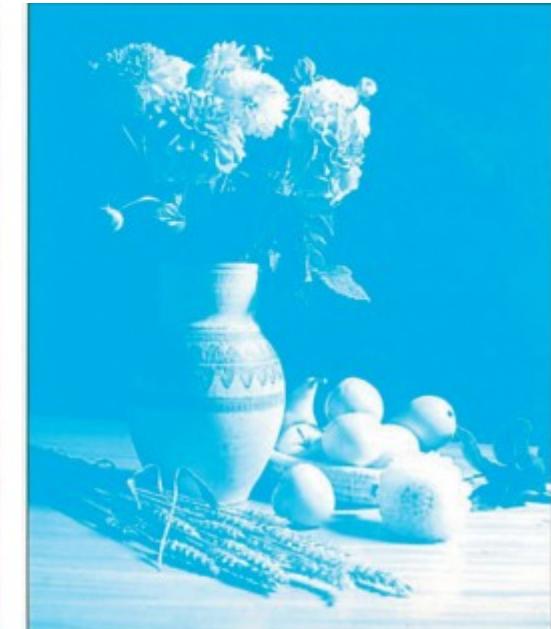
REPRODUCCION DE COLORES PLANOS



La primera imagen representa la tirada de impresión en amarillo, habiéndose extraído todos los variados niveles tonales del mismo.

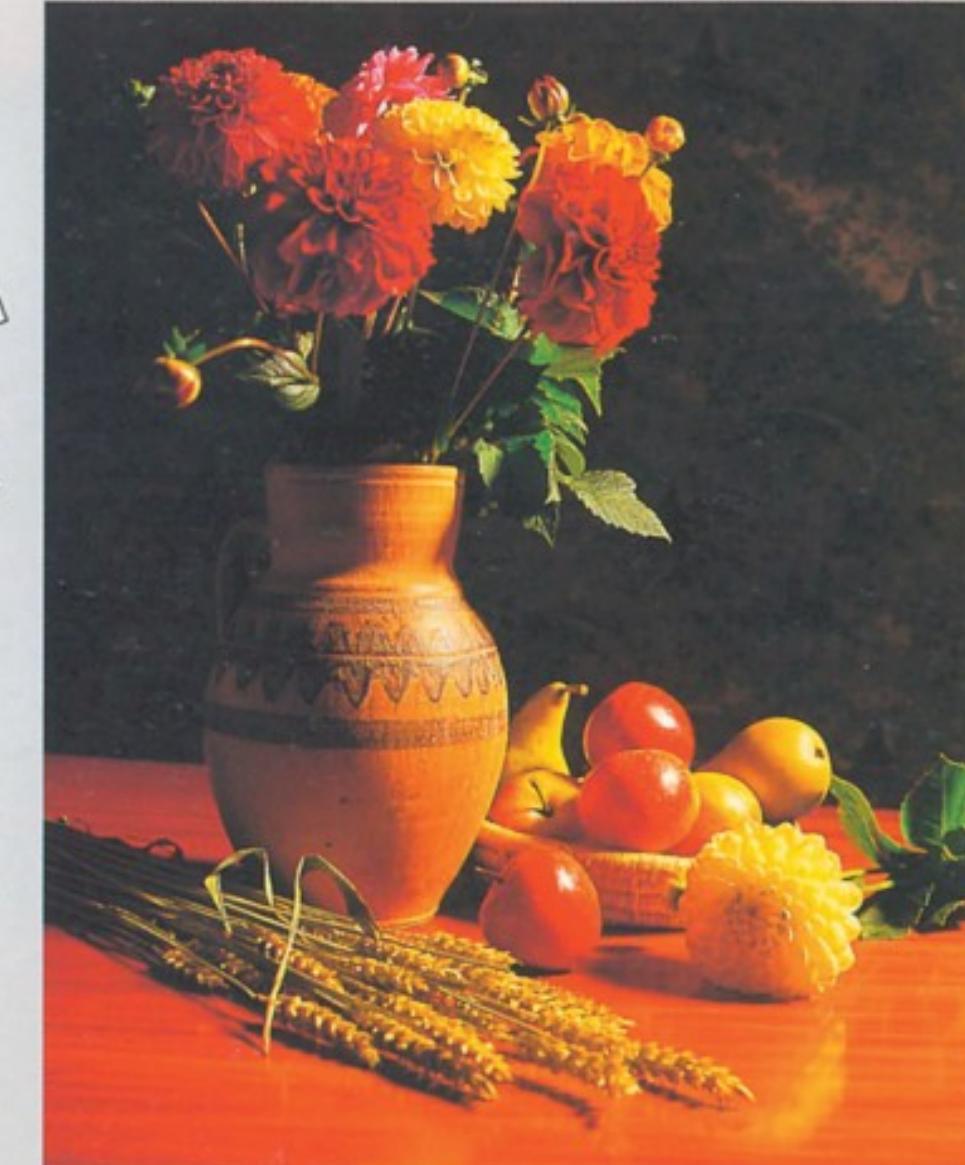


El magenta se ha extraído del original en la misma forma que el amarillo, representando el color a imprimir en segundo lugar.

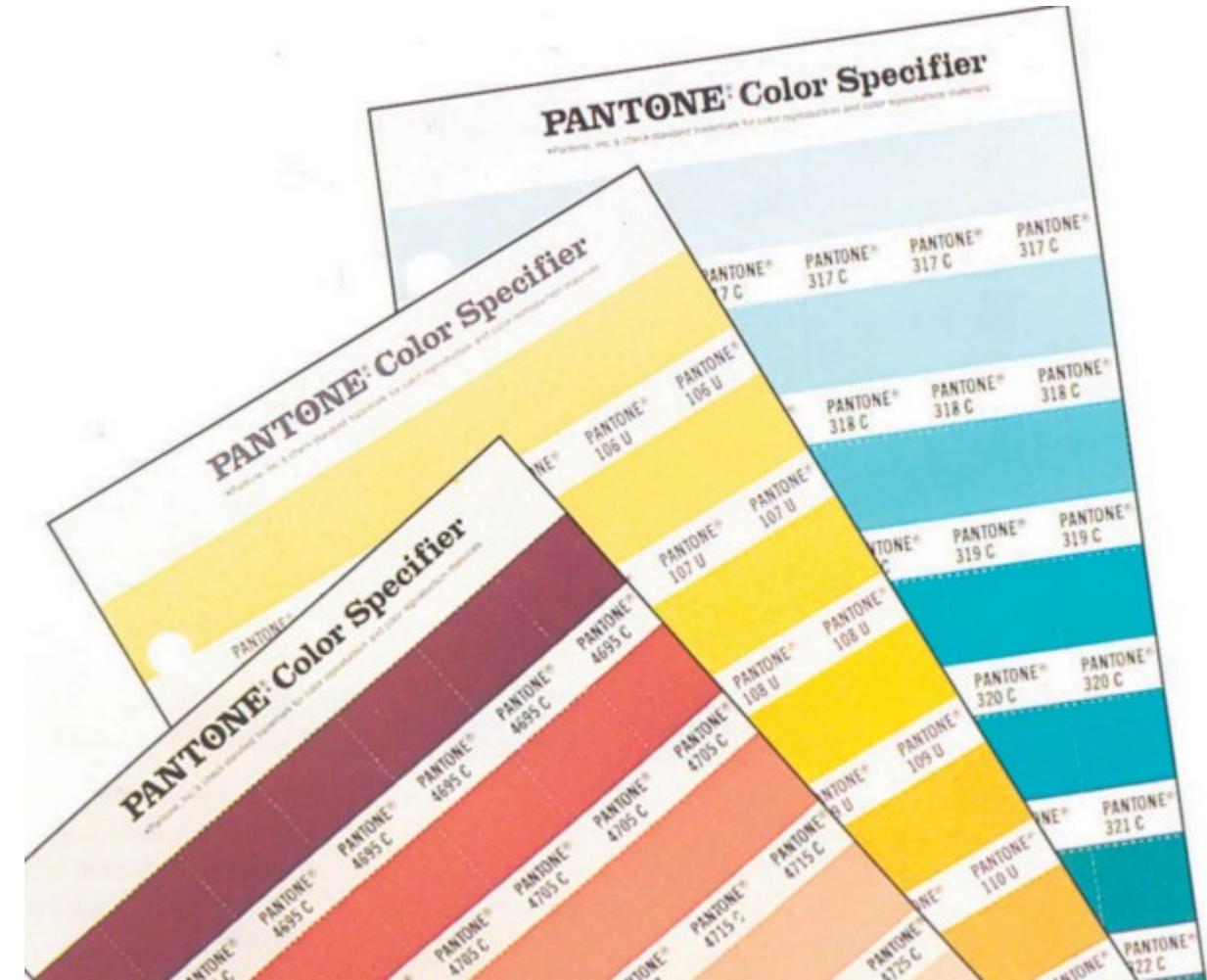
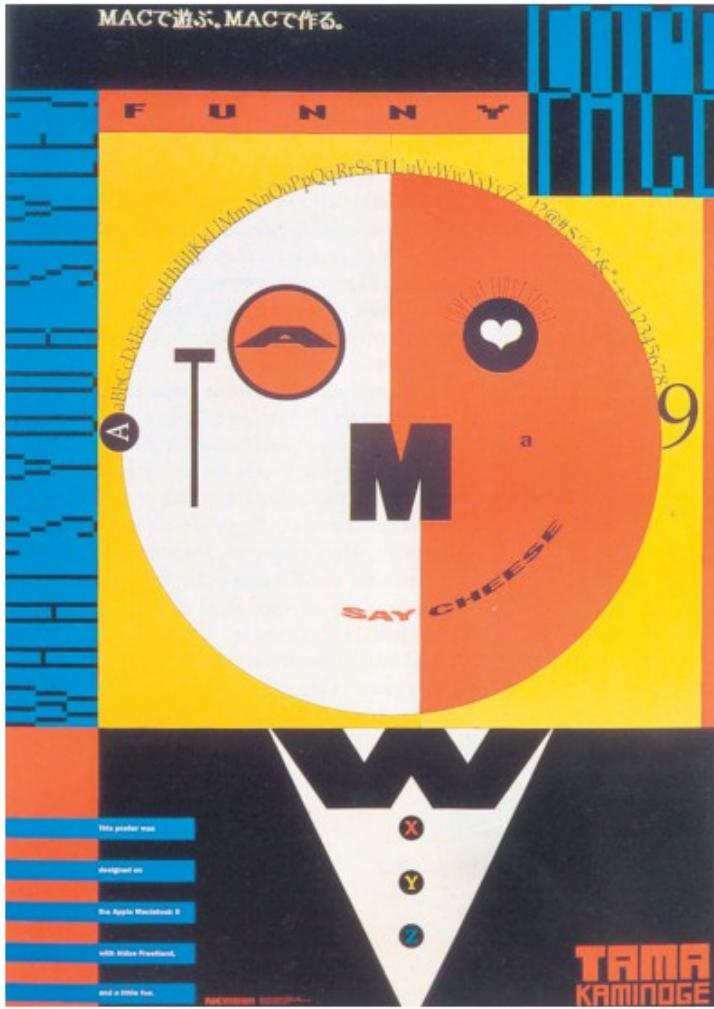


La tercera fase de impresión es la separación de cian.

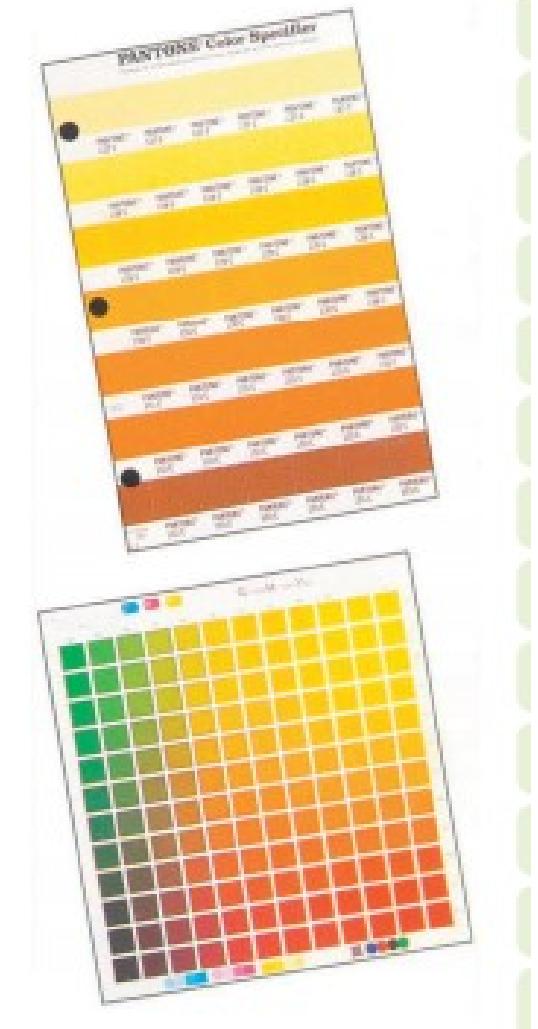
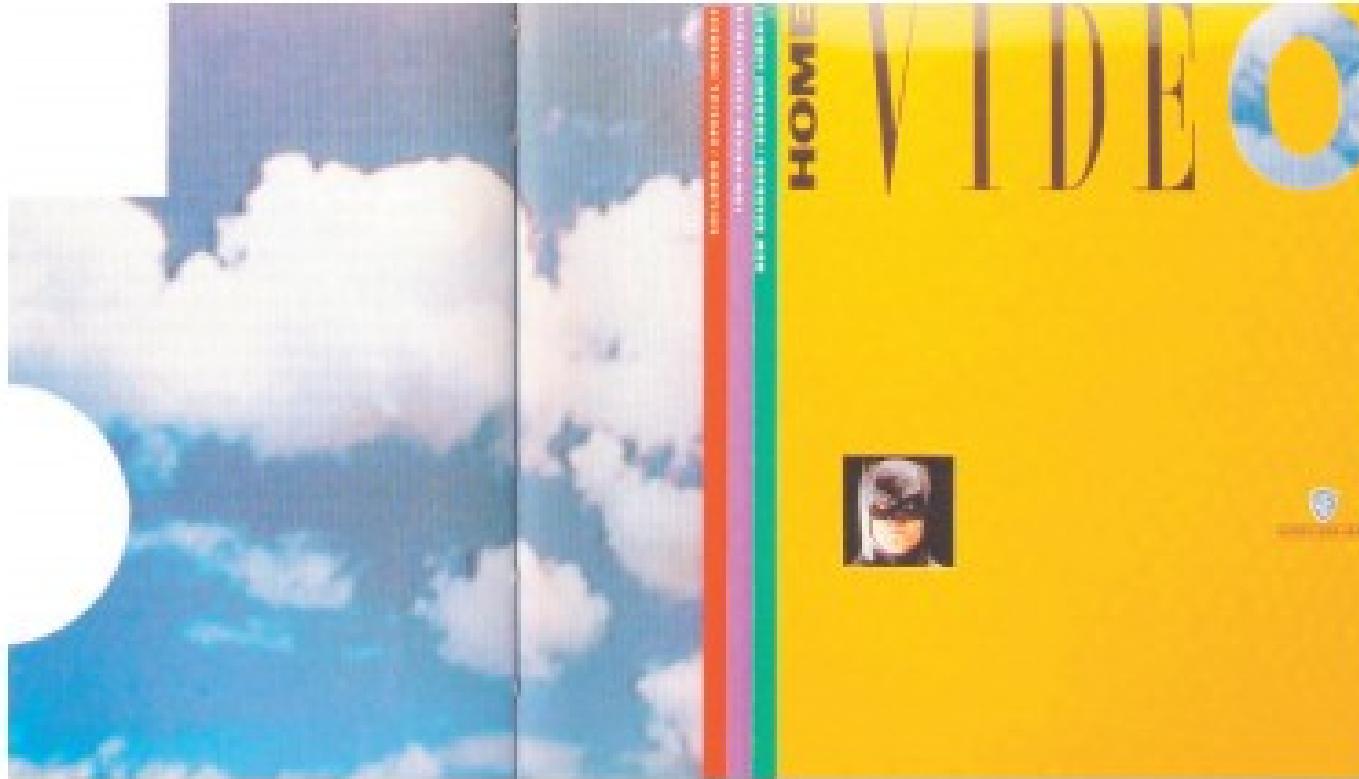
IMAGEN A TODO COLOR



TINTAS PRE MEZCLADAS Y SISTEMAS PANTONE



CUATRICROMIA Y COLORES ESPECIALES



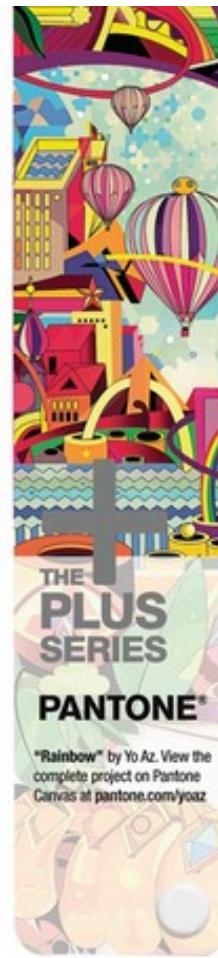
PANTONE Y MANTENIMIENTO DEL COLOR



Coated &
Uncoated



PANTONE®



PAPELES Y CONDICIONES DE IMPRESIÓN

Papel estucado:

Es el que utilizamos en revistas, catálogos y folletos. Papel de textura fina y sin poro. Existen dos acabados:

- Estucado brillo o glossy
- Estucado mate



Papel offset:

Es típico folio utilizado para la fotocopiadoras, en libretas o libros.

Según el grosor y su utilización

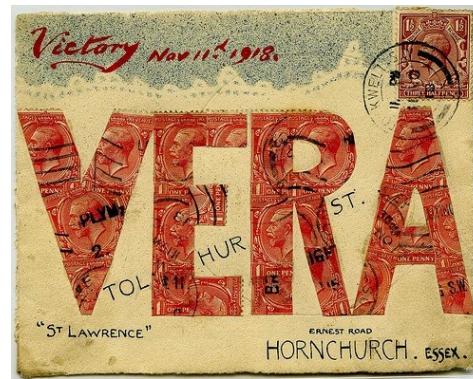
40 a 60 gr.: Utilizado en periodicos.

80 a 100 gr.: Papel de folio clasico de oficina

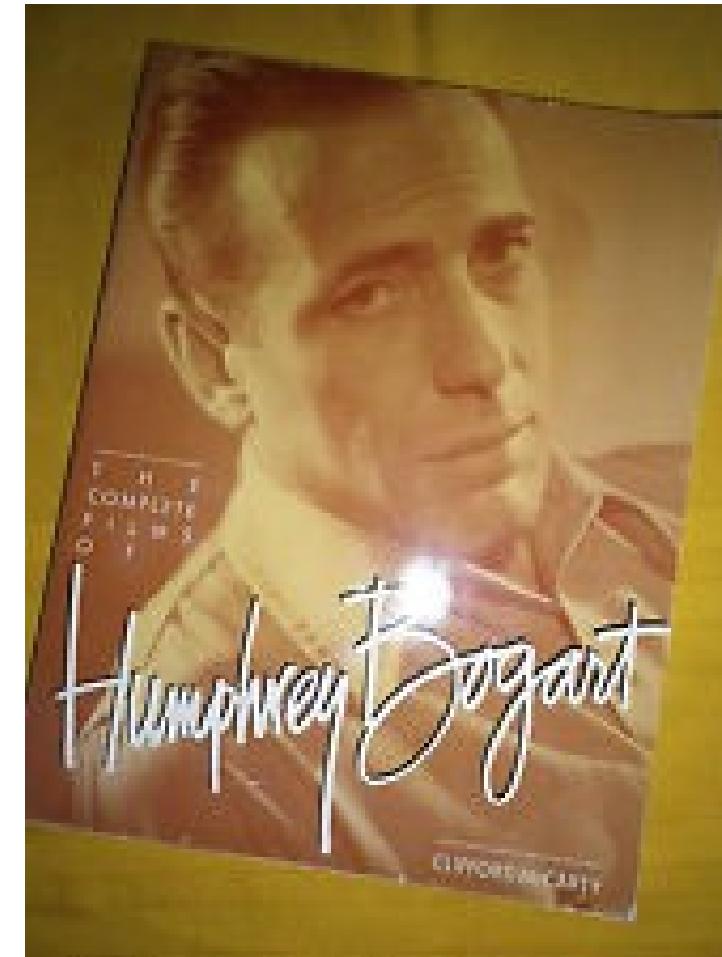
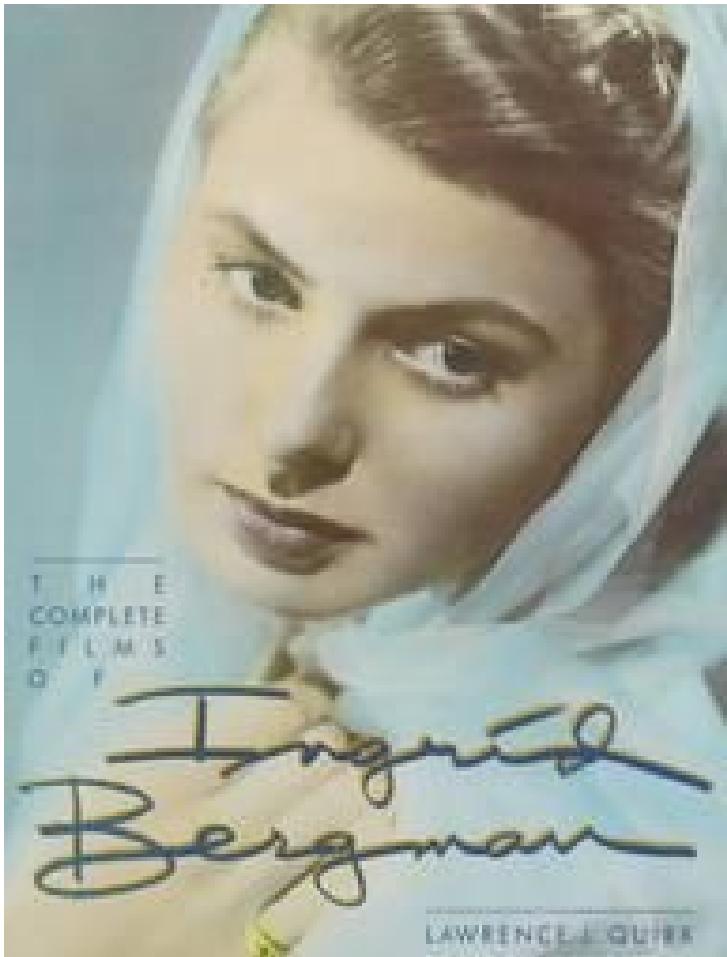
90 a 170 gr.: El utilizado en impresión de Folletos y carteles. El mas común 100-135 gr.

200 a 250 gr.: Cartulina fina Utilizada para imprimir Tapas de revistas o Flyers.

250 a 350 gr.: Utilizado en Tarjetas postales, Tarjetas de visita, o flyers Gruesos.

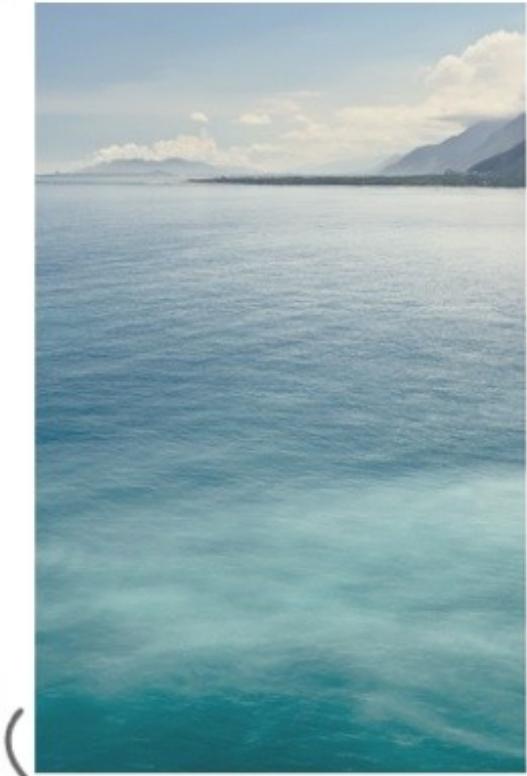


CONNOTACIONES DEL COLOR



USO SIMBOLICO

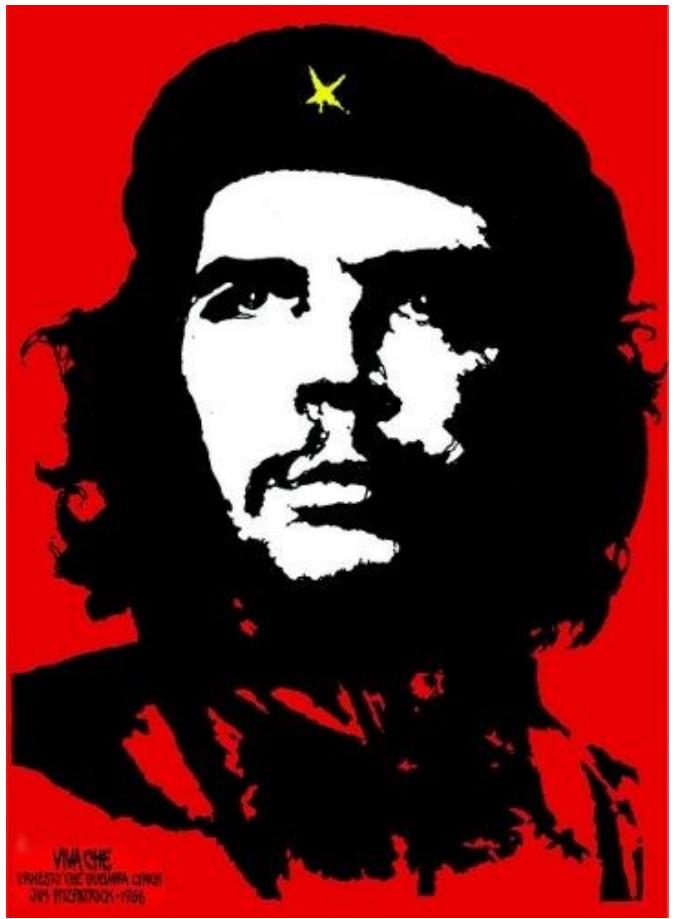




Relájate! Si te da más, es Blancox.



COLOR Y CULTURA



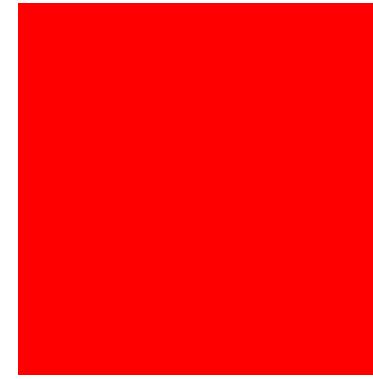
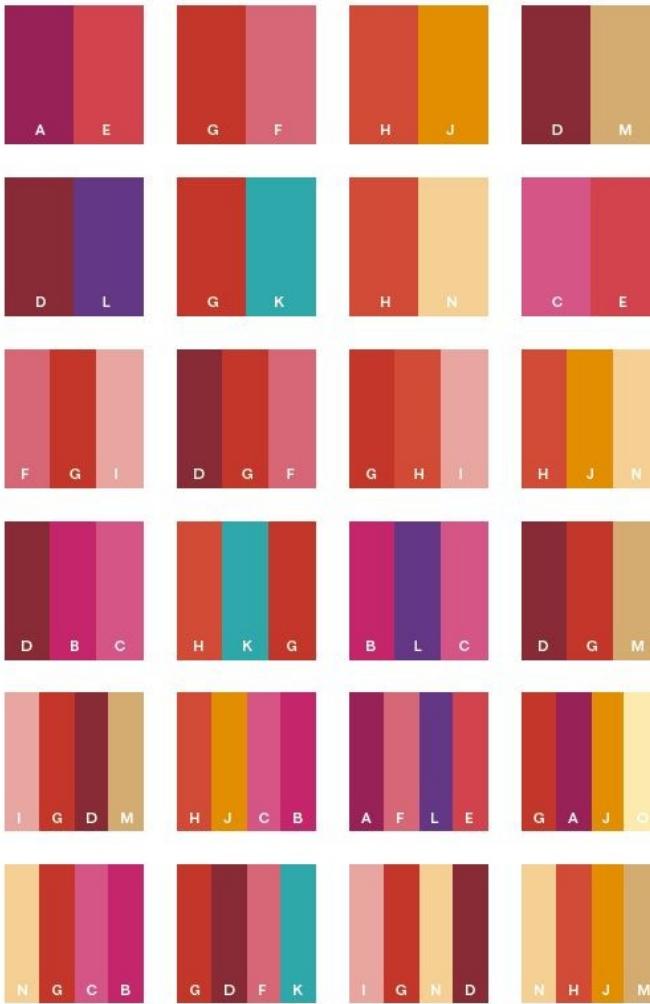
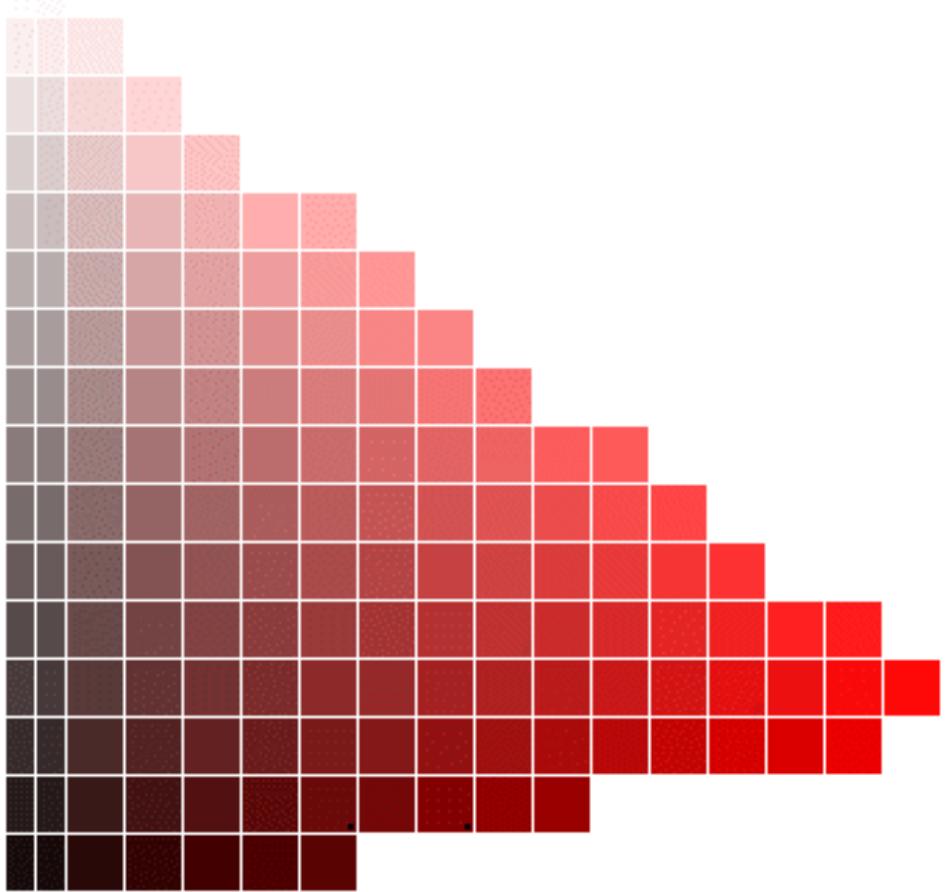
Partido Conservador Colombiano
¡La Fuerza de la gente!



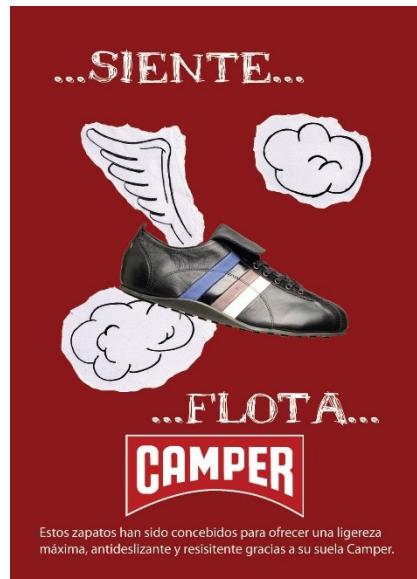
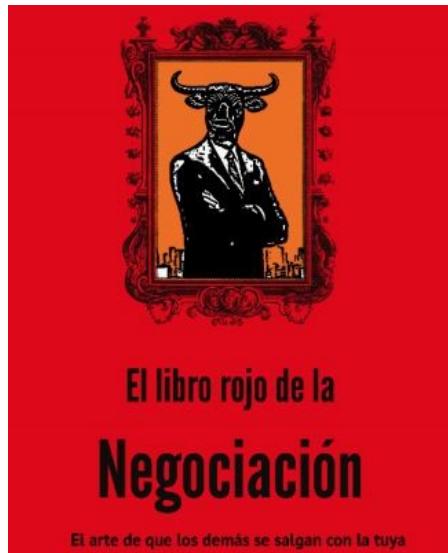
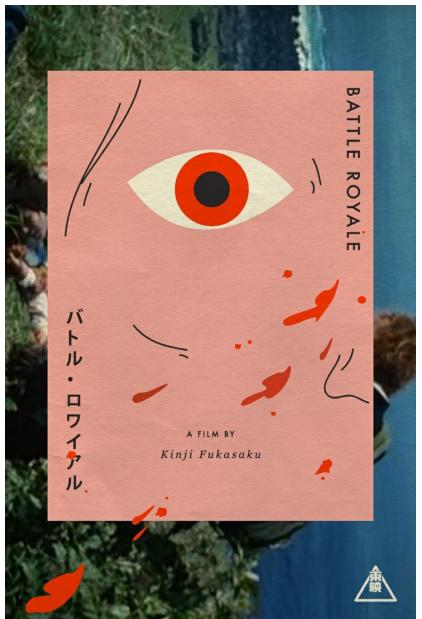
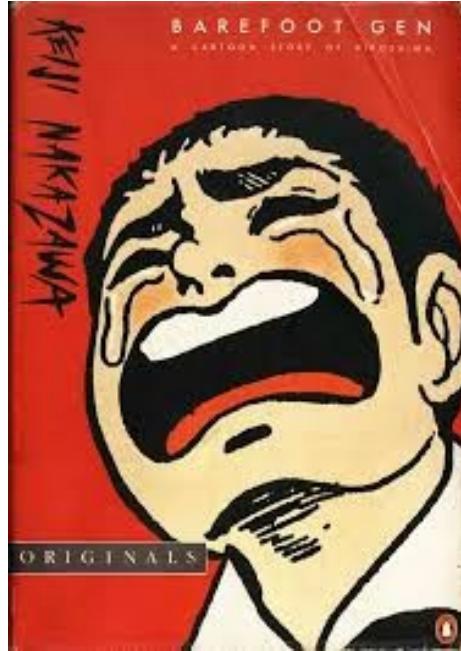
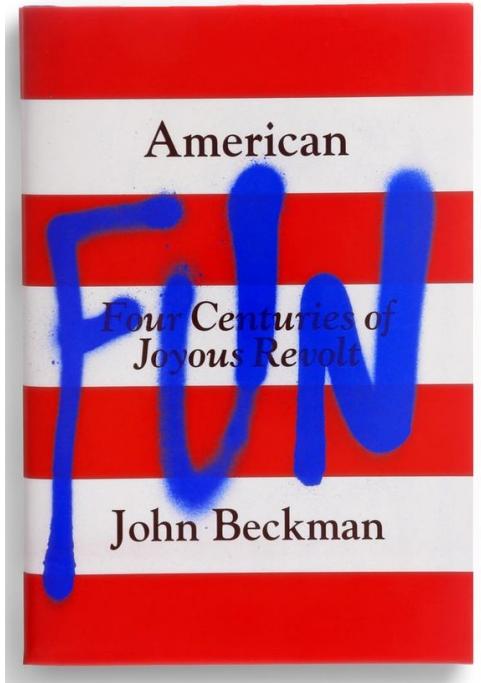
COLOR Y MARKETING



COLOR ROJO

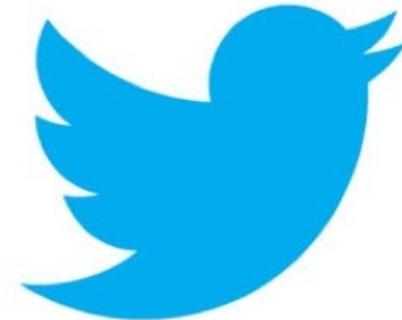
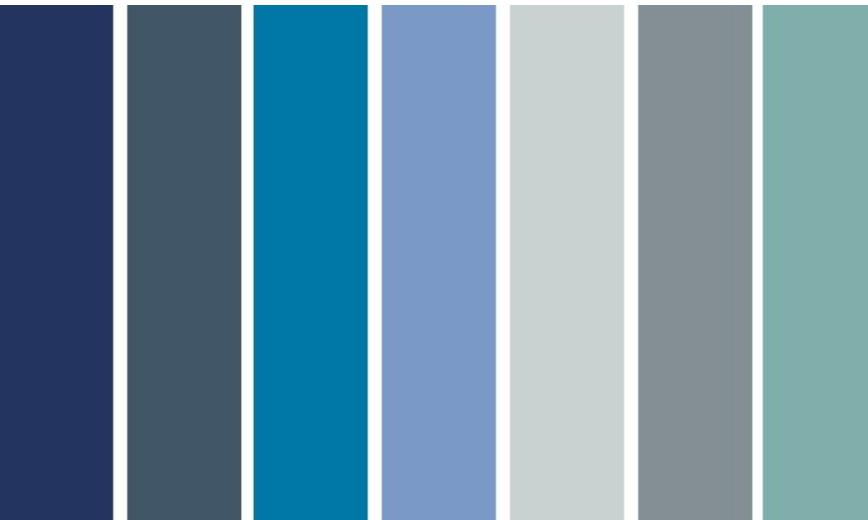
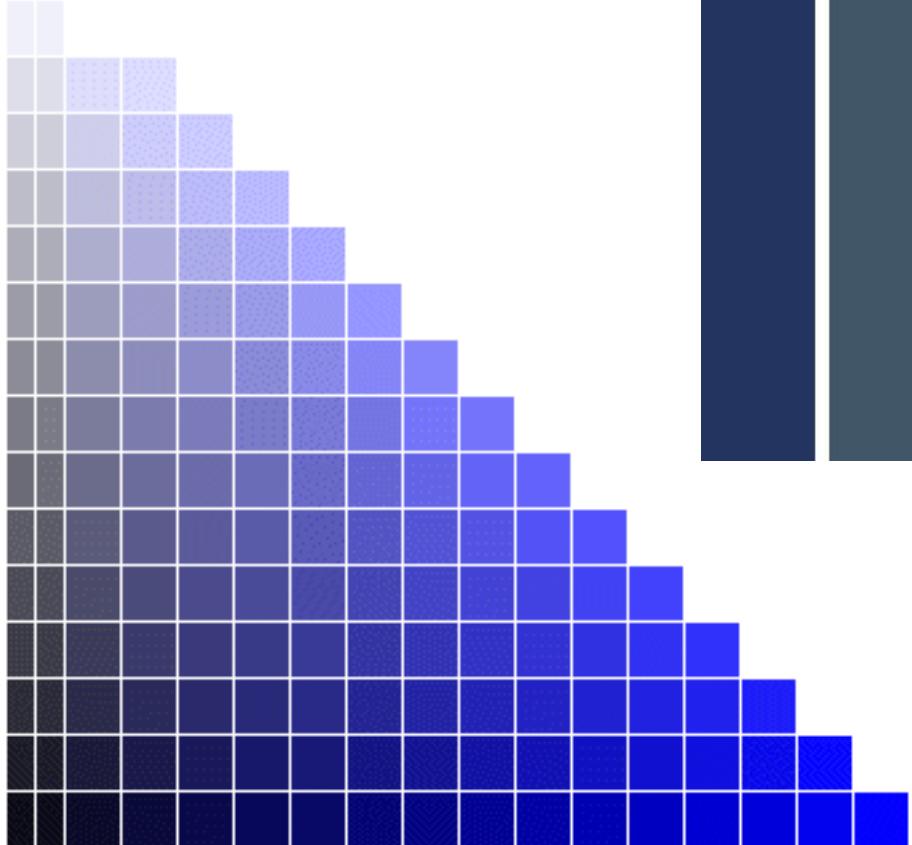


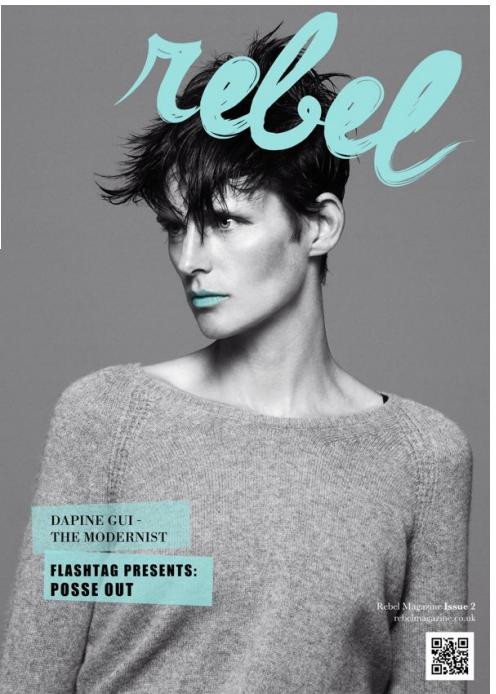
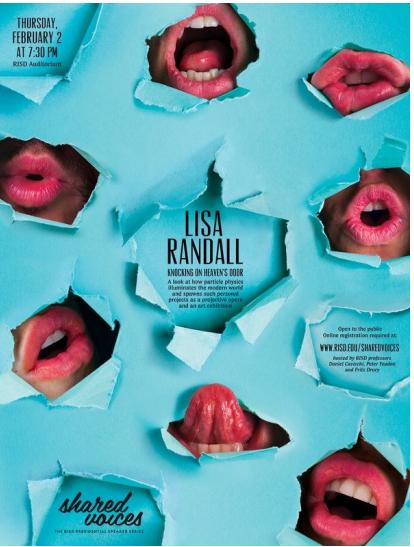
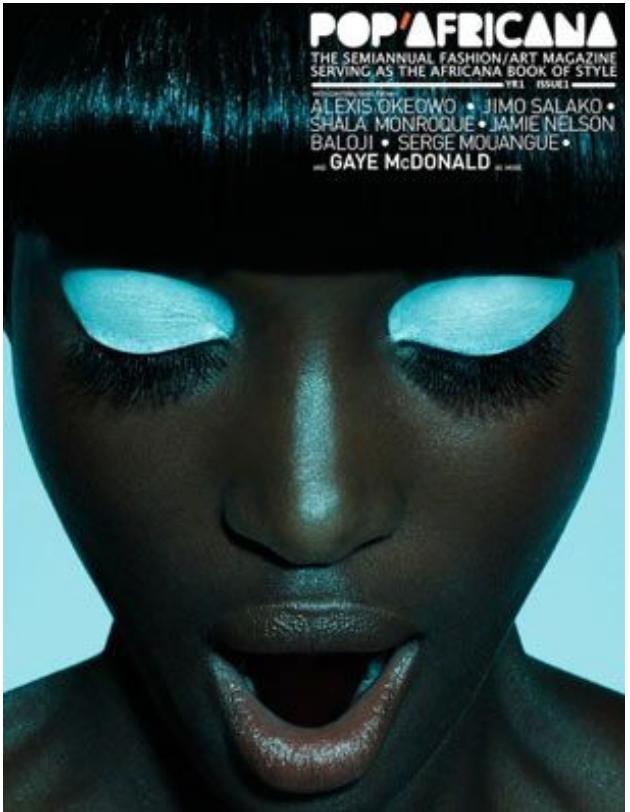
REDTONE Color Combinations



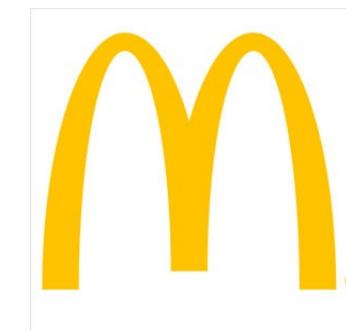
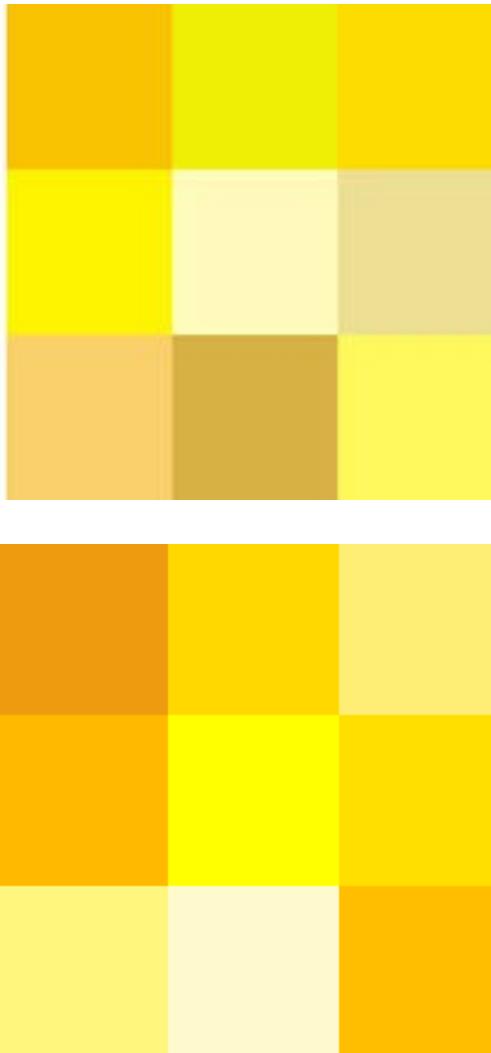
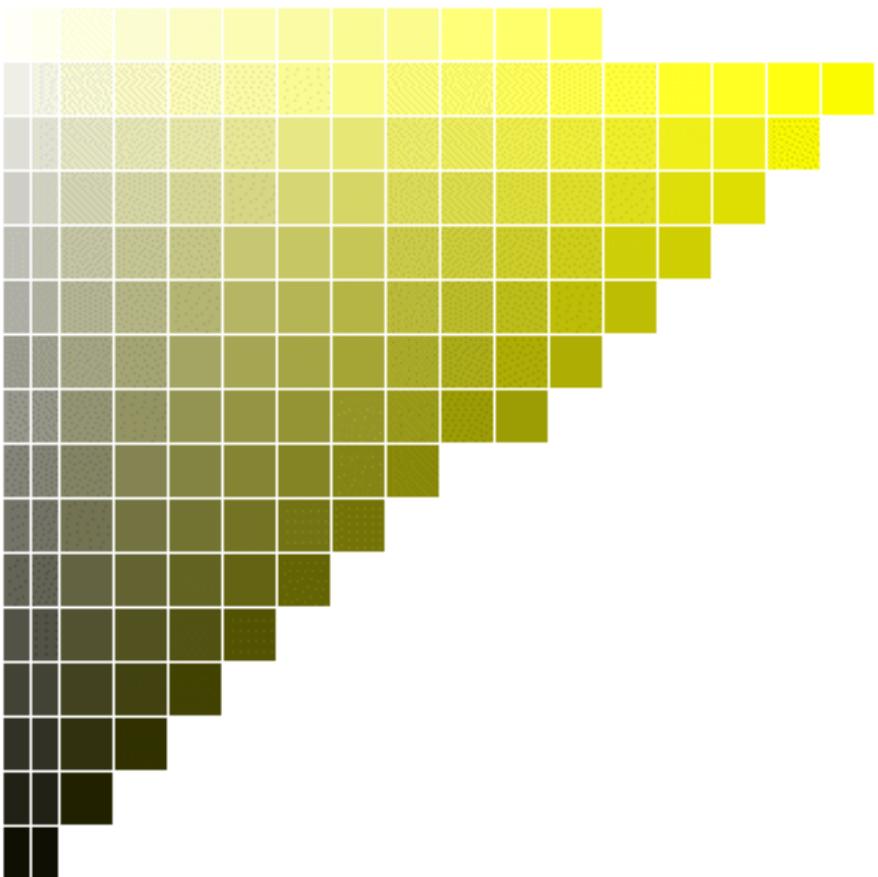
COLOR AZUL

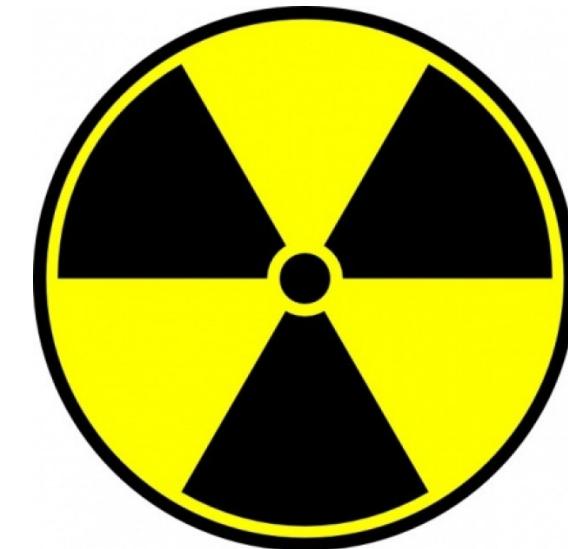
serenidad y pureza

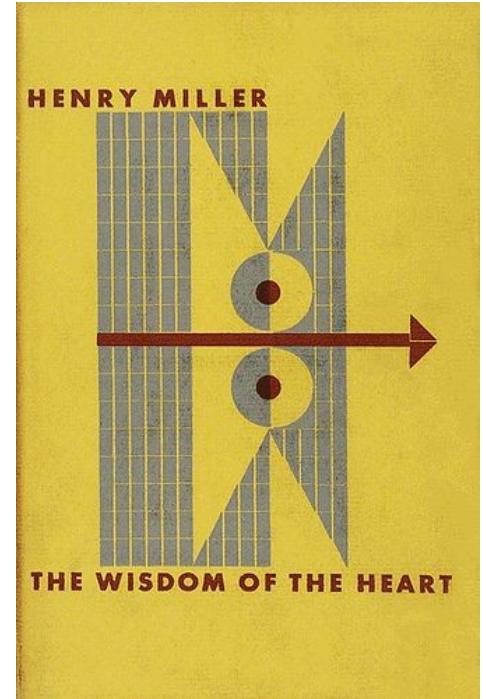
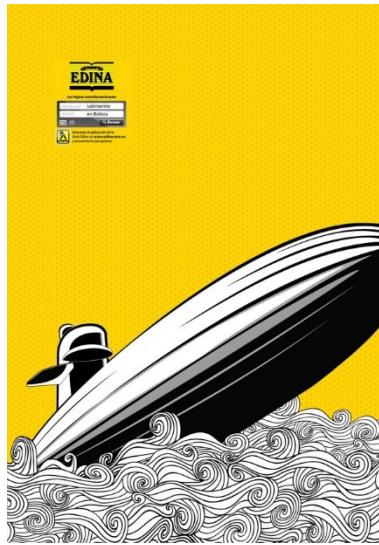
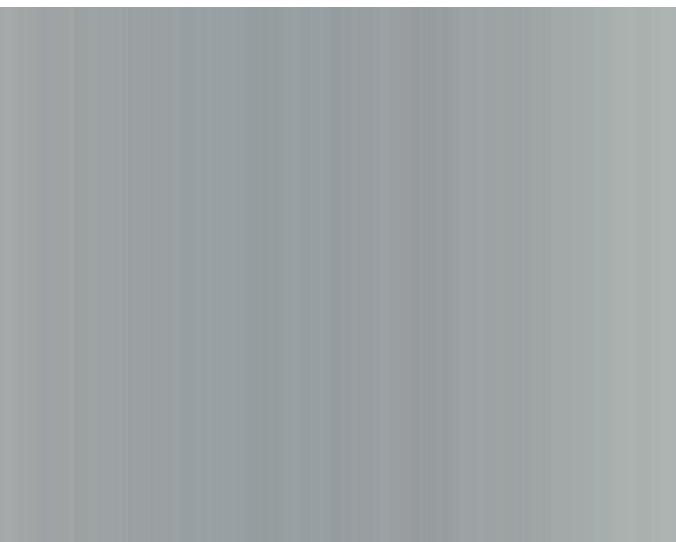




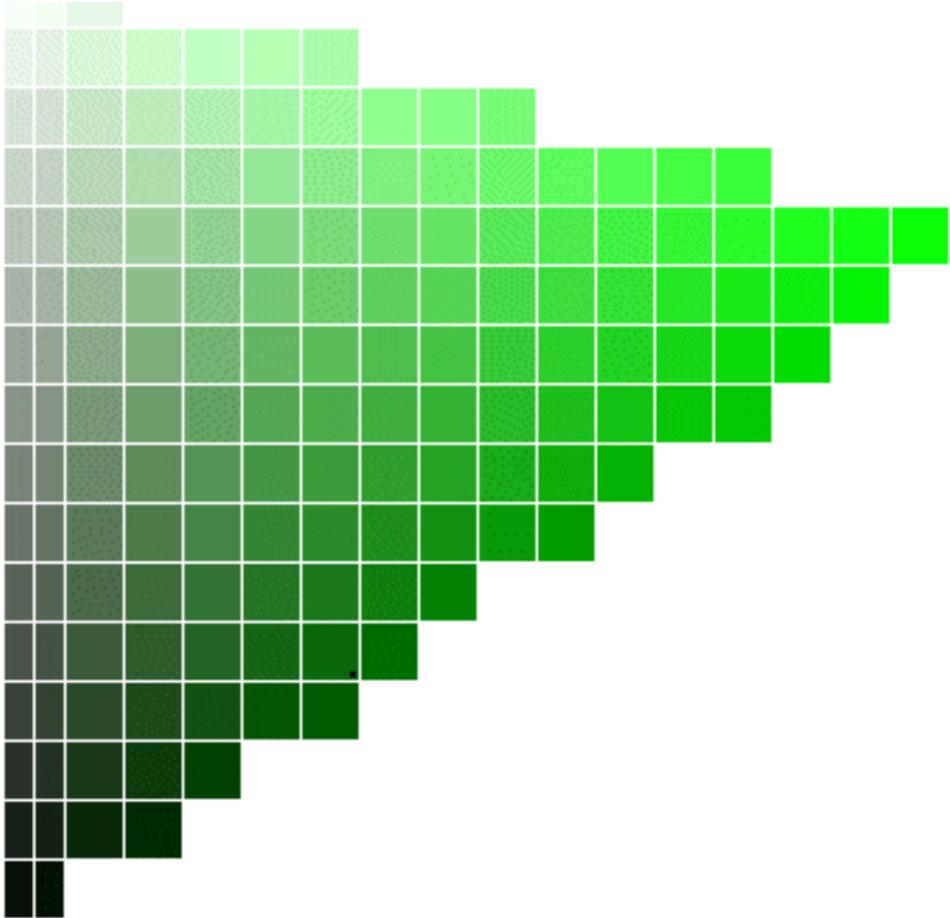
COLOR AMARILLO





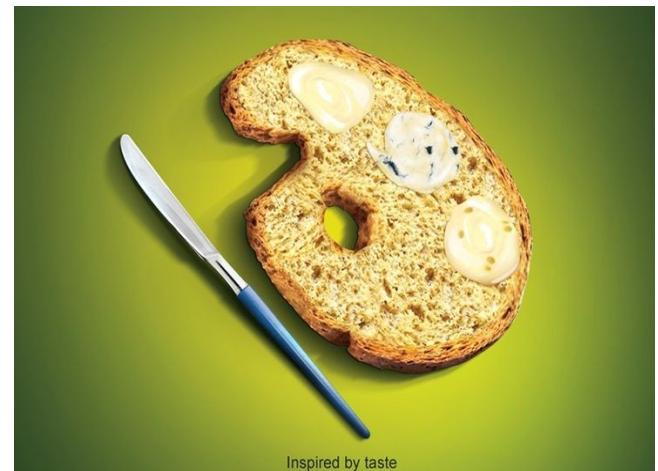
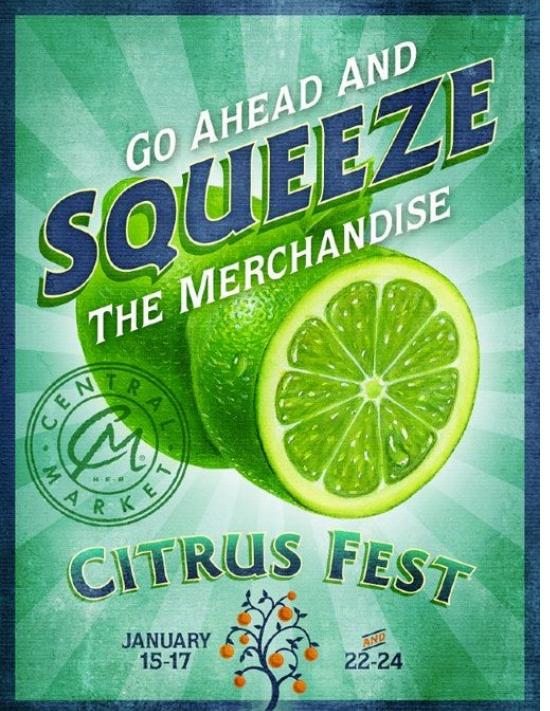
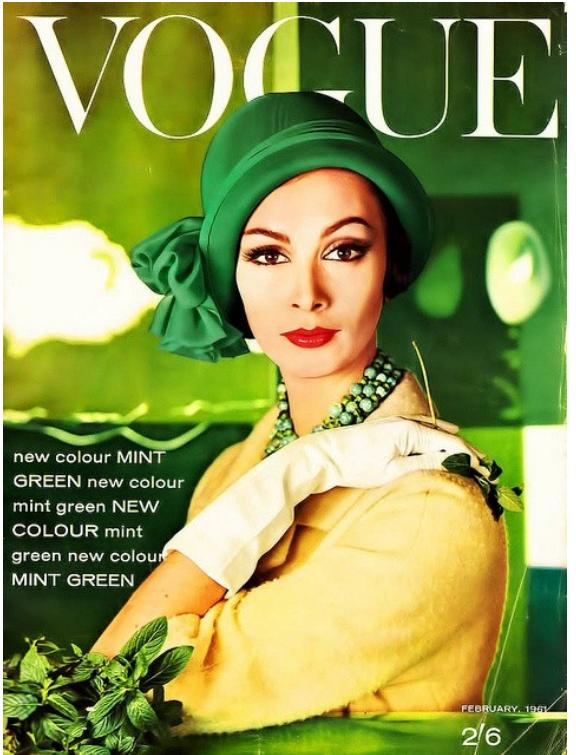


COLOR VERDE

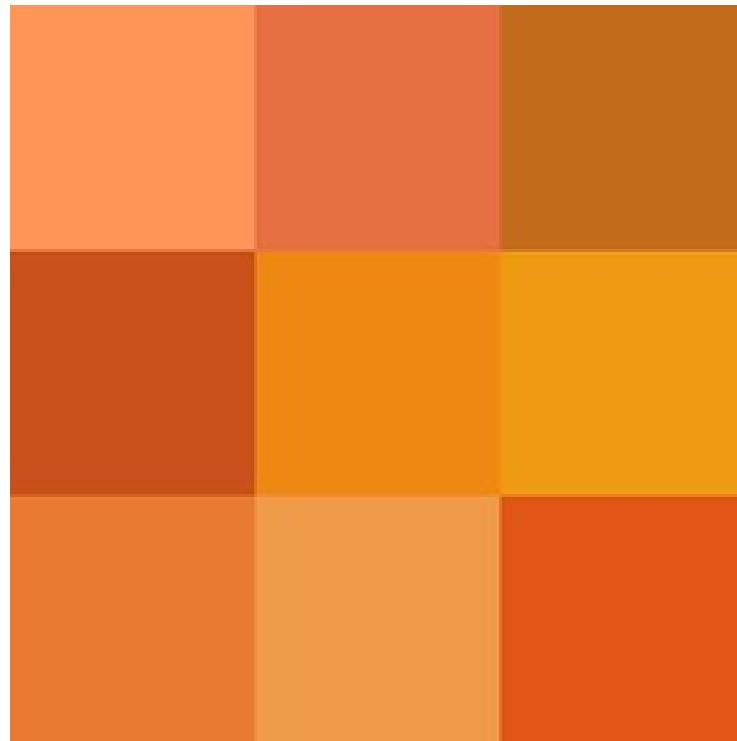
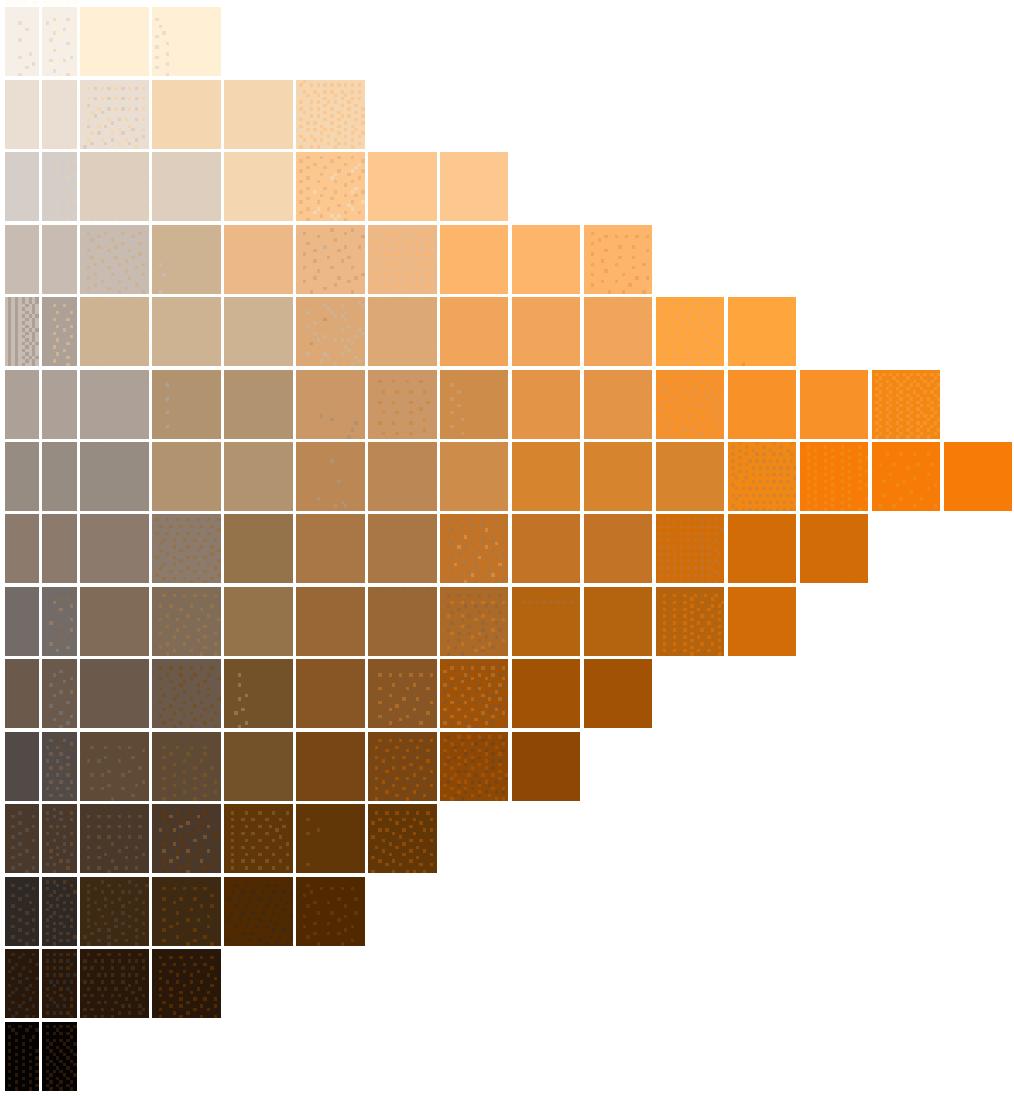


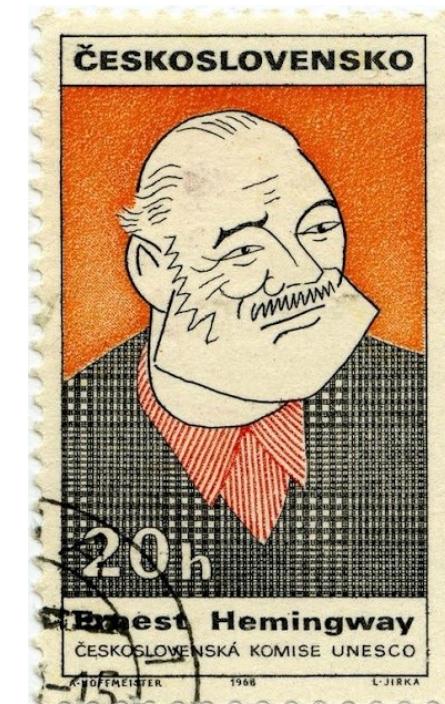
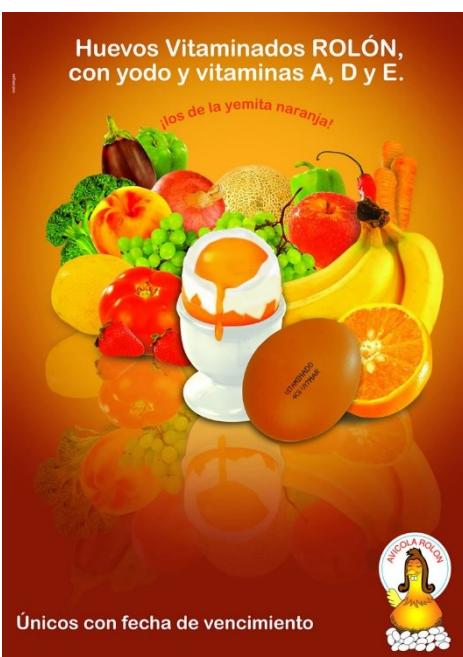
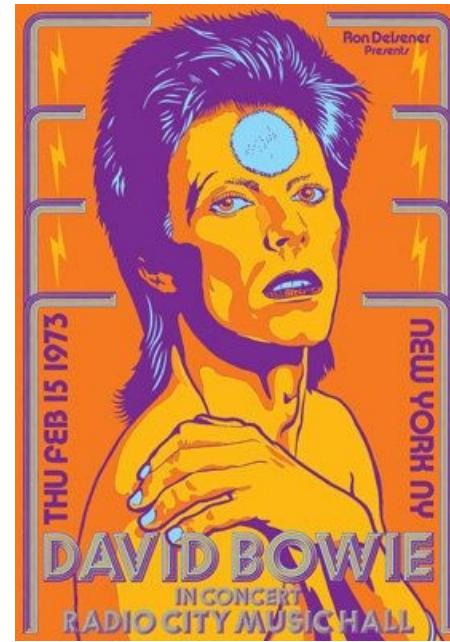
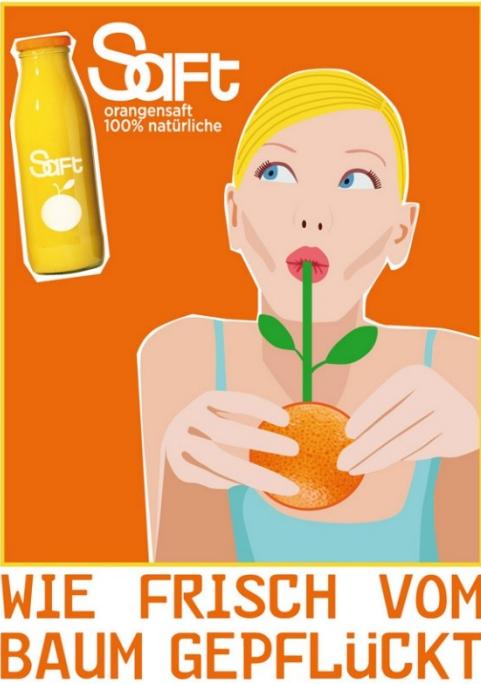
Água-marinha
Verde-mar
Lima
Verde-lima
Chartreuse
Abacate
EsmERALDA
Verde-bandeira
Musgo
Oliva
Escuro
Floresta
Grama
Kentucky
Primavera
Turquesa
DesbotadC
Fantasma
Menta
Exército
Marciano
Lunar



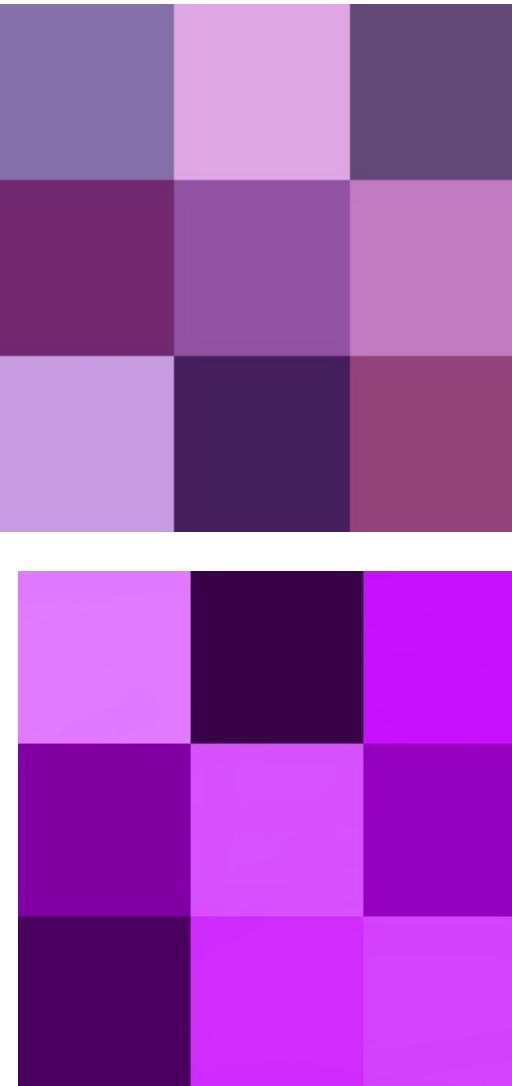
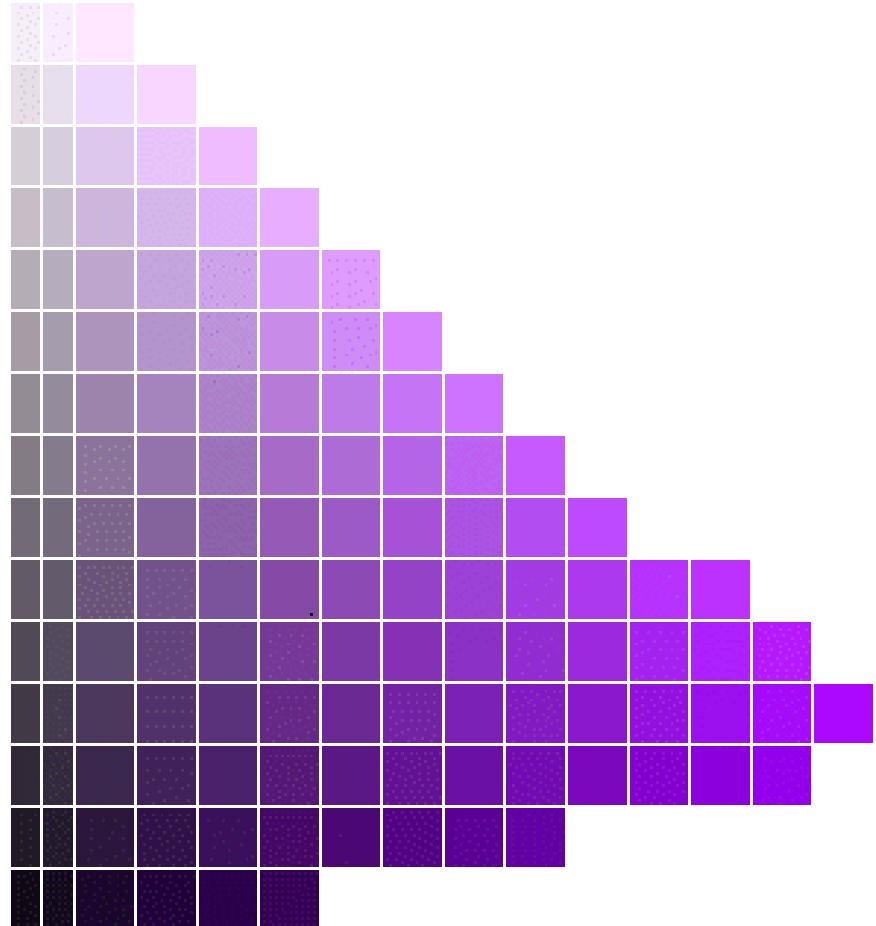


COLOR NARANJA





COLOR PURPURA



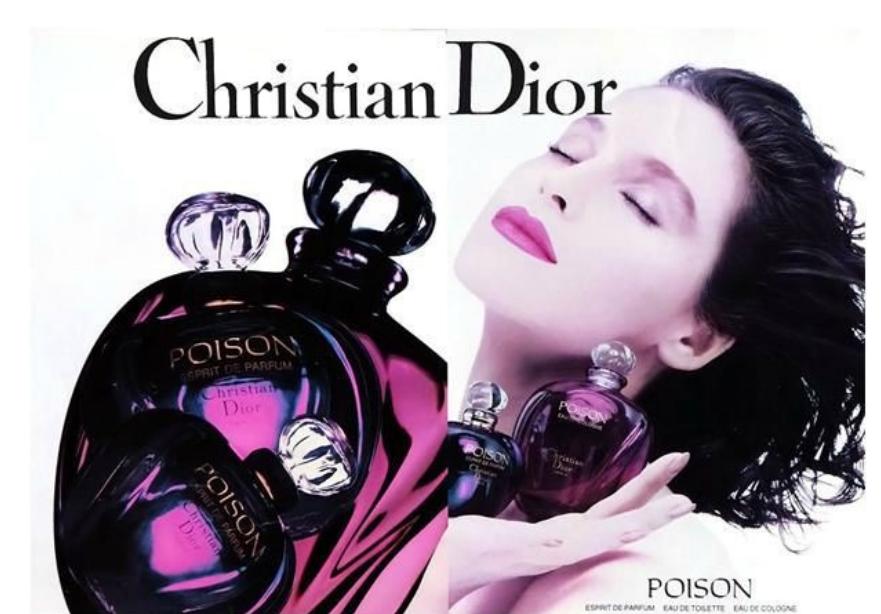
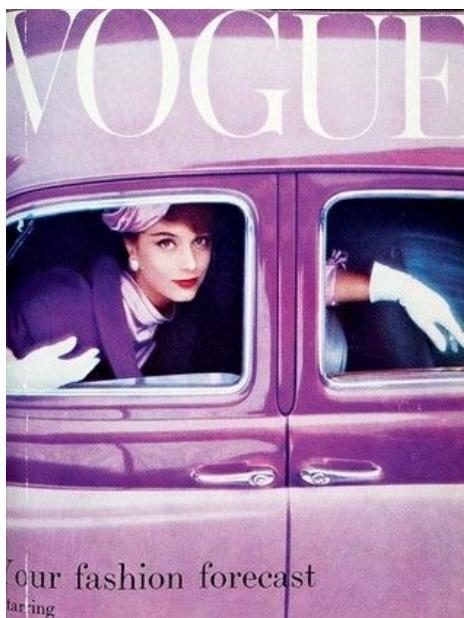
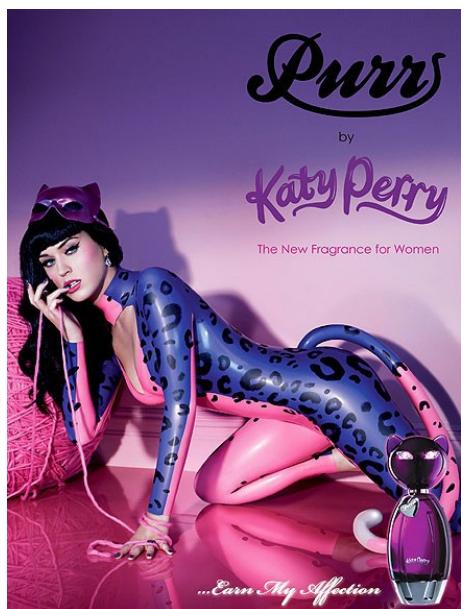
YAHOO!



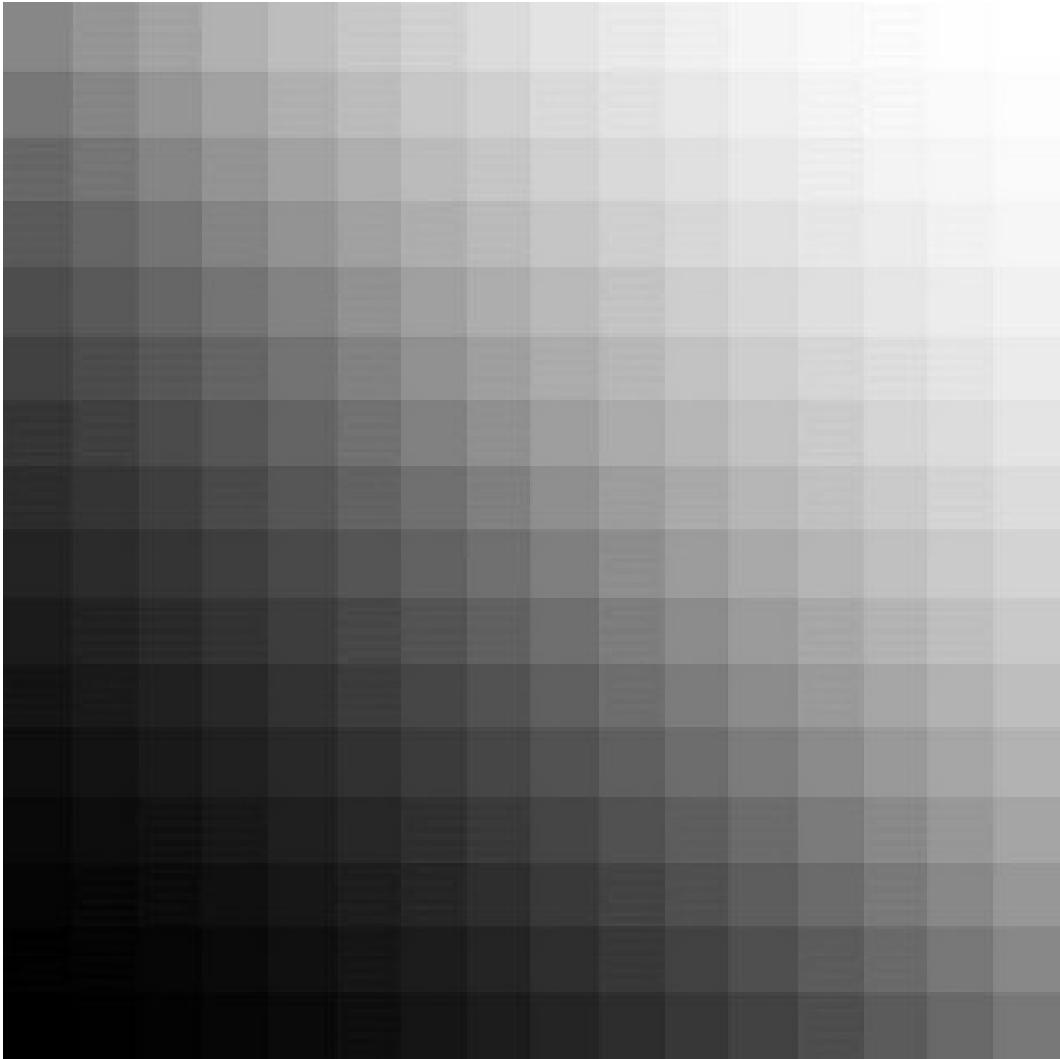
motorola

a Google company





BLANCO, NEGRO Y GRIS

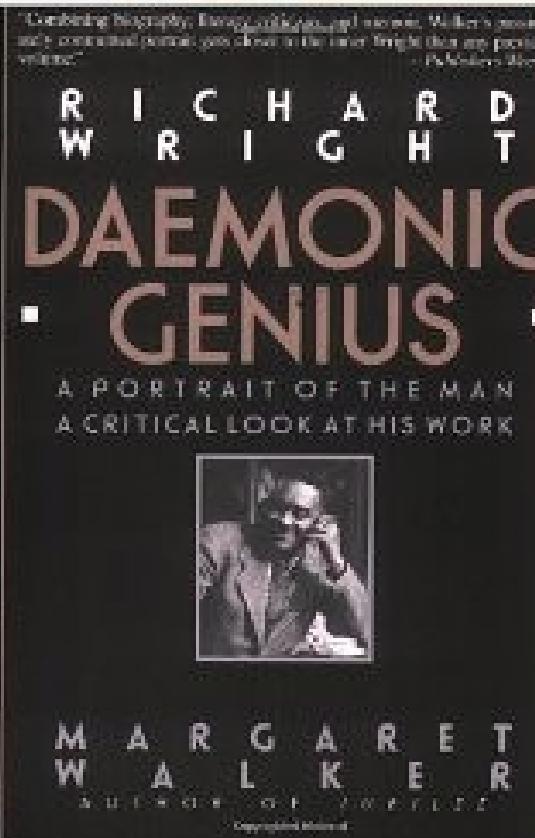
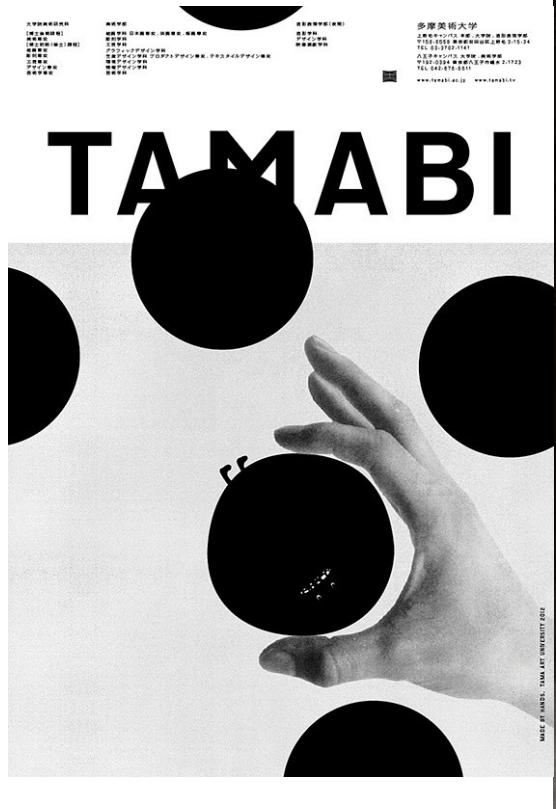


tennis®

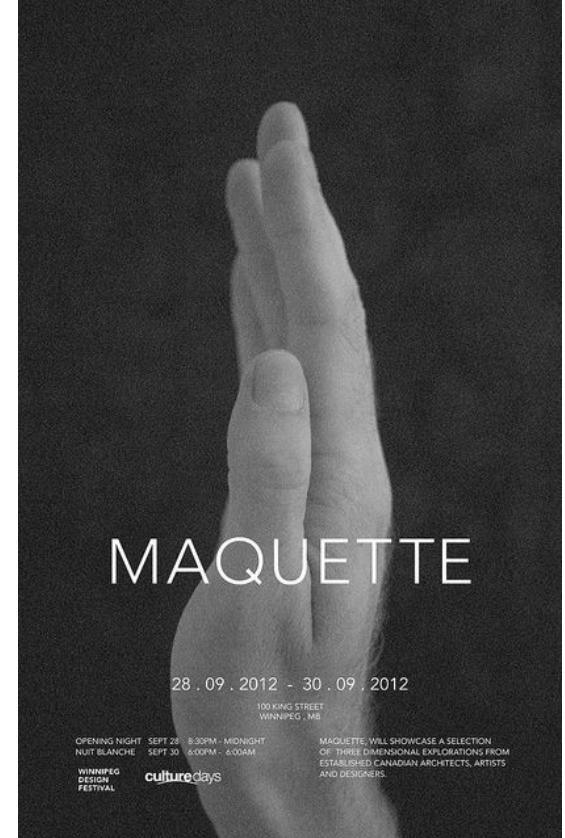


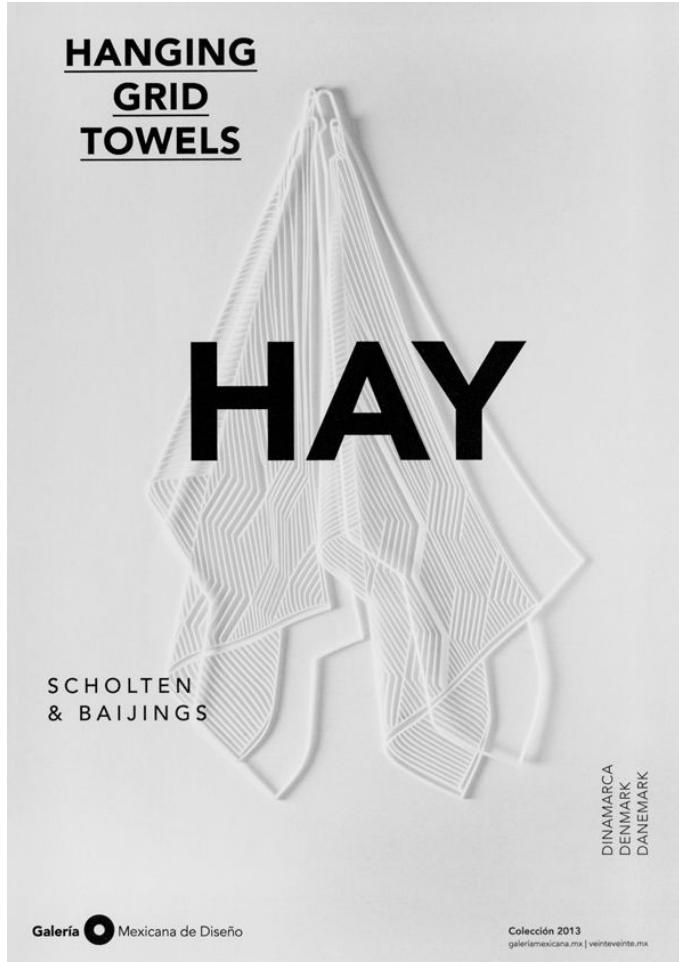
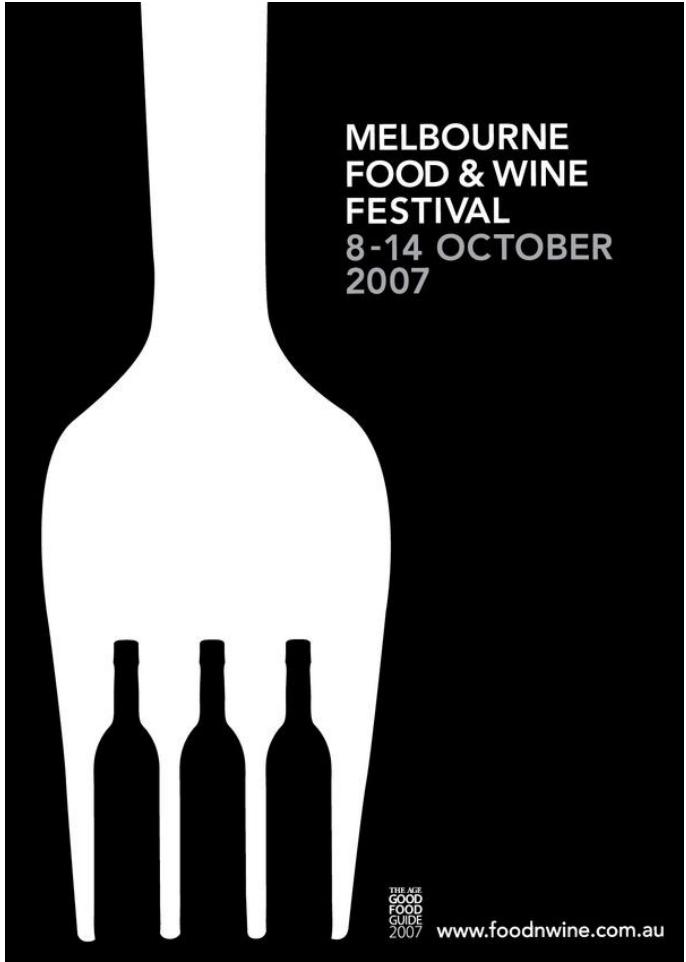
MAXFACTOR

THE MAKE-UP OF MAKE-UP ARTISTS

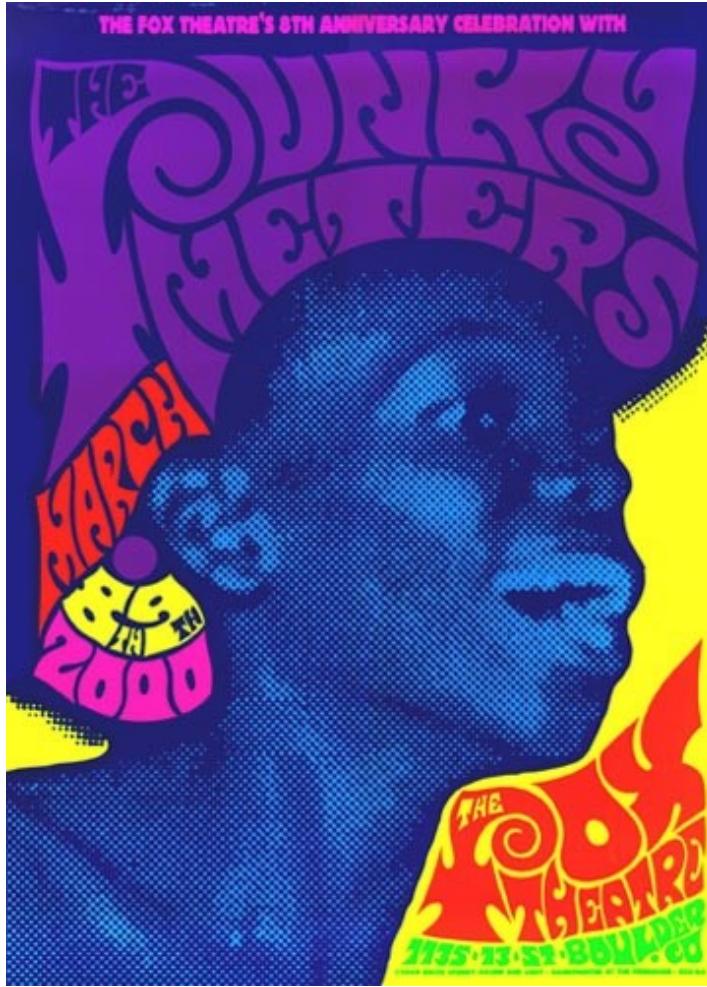
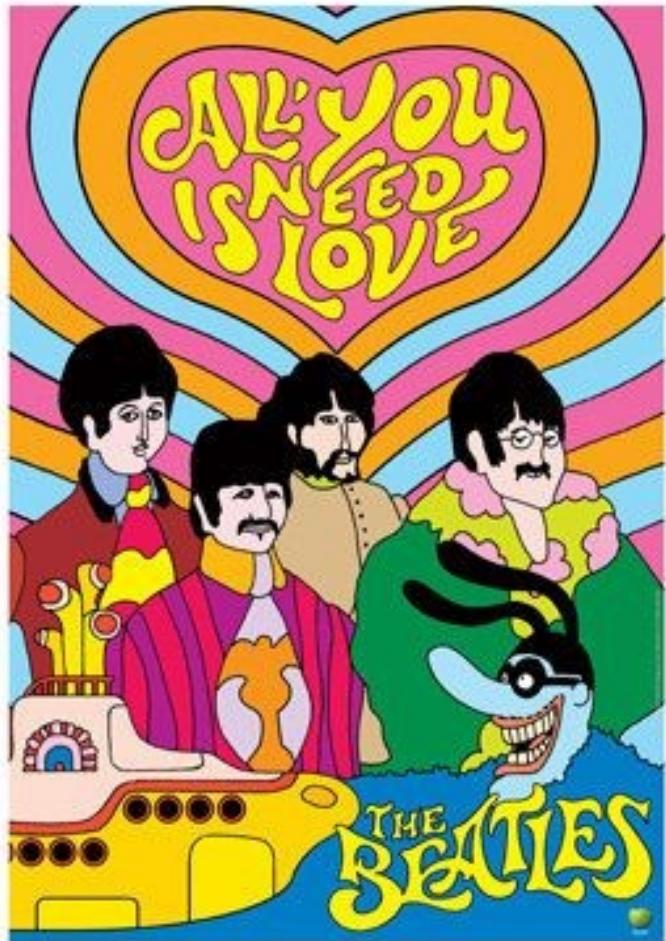


CHANEL





LOS COLORES VIVOS



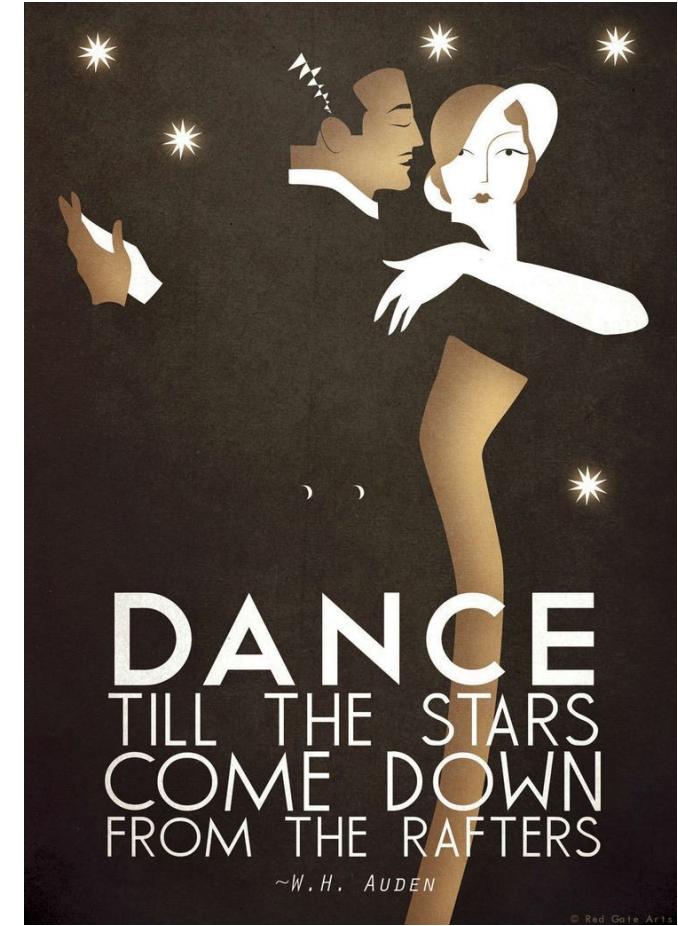
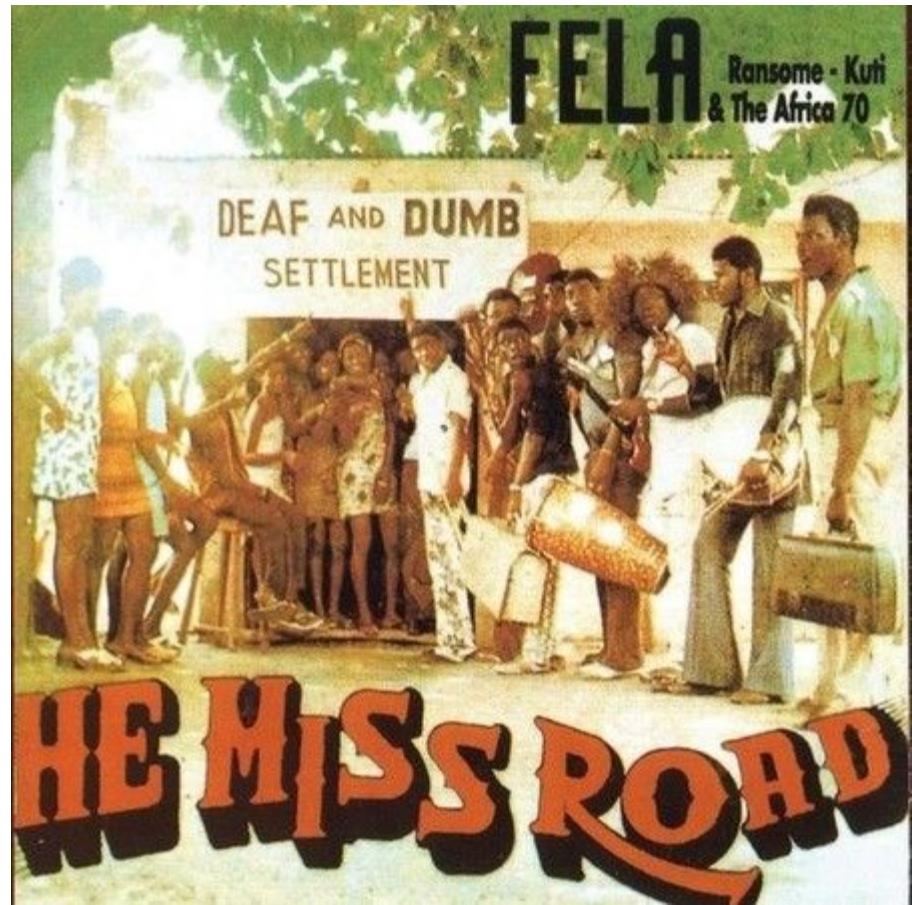


LOS COLORES PASTELES





COLORES APAGADOS



La nueva mini coca-cola te acompaña a donde vayas , de paseo , de aventurero , incluso si viajas a un mundo extraño

¡NUEVO!



*Mini
Coca Cola*



**Su calidad es digna
de confianza**

Cuando tenga Ud. sed, recuerde que "Coca-Cola" es deliciosa ... y refrescante. "Coca-Cola" tiene la calidad que inspira confianza. Disfrute del *momento refrescante* con "Coca-Cola" bien fría. La sed no pide otra cosa. Lo único igual a "Coca-Cola" es ... "Coca-Cola".

