

Color Code. Branding & Identity (Graphic Design Elements)

Wang Shaoqiang



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Color has multiple functions that differ from those of other design elements as shape, texture an....

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About the Author

Wang Shaoqiang is a professor and graduate supervisor at the Guangzhou Academy of Fine Arts (China). He is a prolific editor whose titles focus on international design, architecture, branding, communication, trends and culture, and he is also the editor of Design 360 magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has been a jury member for China s most prestigious design and illustration awards. Mr. Wang is also director of the Guangdong Museum of Art and professor and doctoral supervisor at the College of Arts and Humanities of the Macau University of Science and Technology."

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