



# The Gray Book: Designing in Black & White on Your Computer

*Michael Gosney, John Odam, Jim Benson*

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Lack of color doesn't mean colorless. Not when shades of gray and the textures and contrasts they create are as spectacular - and virtually as limitless - as the rainbow. And the result need not cost you a pot of gold. This book shows you how to create dazzling graphic designs using simple, time-tested professional techniques. Stunning examples demonstrate how to: Create riveting effects with light, shadow and space, make your visuals "pop" with reverses, drop shadows and special effects like 3D and gradients, use contrast, textures, screens and solids to create attention-getting "color", enrich the overall effect with unusual patterns, backgrounds, bleeds and multiple shades of gray, add variety and flexibility by importing and enhancing scanned artwork.

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