



# Principles of Colour and Appearance Measurement: Object Appearance, Colour Perception and Instrumental Measurement (Woodhead Publishing Series in Textiles)

By Asim Kumar Roy Choudhury

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## Principles of Colour and Appearance Measurement: Object Appearance, Colour Perception and Instrumental Measurement (Woodhead Publishing Series in Textiles) By Asim Kumar Roy Choudhury

Colour and appearance perceptions are very complex psychological phenomena. Written by one of the foremost authorities in the field, *Principles of Colour and Appearance Measurement* is a major two-volume work addressing the key topics required to understand the issues and manage colour effectively. The book addresses how objects appear to viewers, how viewers perceive colour, and the major types of instrumentation used to measure colour.

Chapters detail the characteristics of light sources and object colour and appearance attributes. They encompass the complexities of human visual perception, including the various causes and types of colour blindness, and other unusual visual phenomena. The book also covers colour measurement instruments and methods, as well as fluorescence and whiteness.

*Principles of Colour Appearance and Measurement* is a comprehensive resource for designers, colour technologists, colour quality inspectors, product developers, and anyone who uses colour in their work.

- Addresses the key topics required to understand the issues of colour measure and management
- Examines how viewers perceive colour and how objects appear to them
- Reviews the major types of instrumentation used to measure colour

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## **Editorial Review**

### Review

"These volumes have earned their place on the well-equipped color science bookshelf, both for their up-to-dateness compared to the classics, and completeness of coverage across a wide range of topics."--**AATCC Review, *Principles of Colour Appearance and Measurement (Two Volumes)***

### About the Author

Dr. Asim Kumar Roy Choudhury is presently working as principal, KPS Institute of Polytechnic, Belmuri. He retired as Professor and HOD (Textile) from the Government College of Engineering and Textile Technology, Serampore (W.B.), India. He has over 30 years' experience in textile coloration and finishing in academia and industry, and has written numerous papers and several books on the subject, including the recently published two-volume work *Principles of Colour and Appearance Measurement*.

## **Users Review**

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