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UNIVERSITY OF FASHION OFFERS COLOR THEORY VIDEOS

First-Ever Online Fashion Design Video Library

NEW YORK, February 26, 2014 The University of Fashion® (U of F), an Online Fashion Design Video Library is pleased to announce that in addition to their [fashion design lessons](#) they are now offering subscribers lessons in *Color Theory!*

During the past few weeks, color has dominated the runways of New York, London and Milan. From Prabal Gurung to Peter Pilotto to Marni, bold color combinations will be prominent come Fall 2014. But how do designers determine color palettes? Is there a science to color blocking? And why is it that our eye is drawn to some color combinations and not others? This week, the University of Fashion launches two new videos on color theory in which these questions (and others) will be addressed.

In *Color Theory: The Basics*, Marcie Cooperman, Parsons New School of Design instructor, and author of the book *Color: How To Use It*, will teach subscribers key names in *Color Theory* such as Isaac Newton, Michel Chevreul and Josef Albers as well as their unique contributions to the study of color. Though you may be familiar with the terms *hue*, *value* and *intensity* thanks to the many photo editing applications you have at your disposal, in *Color Theory: The Basics* you will learn the meaning of these terms as they relate to color theory and how you can apply these concepts to fashion design.

In *Color Relationships* you will begin to look at the adjacent colors in a new “light” as you understand color complements. You will also have a deeper understanding of Gurung and Pilotto's choice to pair different hues, values and intensities of reds and oranges on the runway.

ABOUT UNIVERSITY OF FASHION

University of Fashion® (U of F) Online Fashion Design Video Library is a New York-based online platform that delivers fashion lessons taught by fashion college professors and industry pros. From fashion business to draping, sewing, patternmaking, fashion drawing and product development, their professionally produced video tutorials are delivered via high-definition and are available to the general public through monthly and annual subscription-based plans and to secondary schools and college libraries. The website was launched by



Francesca Sterlacci a fashion designer, educator and author.

To get a first-hand look, visit <http://www.universityoffashion.com>.

For interview opportunities, or for a media login to the library, please contact us at press@universityoffashion.com!