

DAS FARBWÖRTERBUCH THE COLOUR DICTIONARY

DIE FARBIGKEIT DER BEGRIFFE • THE COLOURFULNESS OF THE WORDS

FARBMARKETING UND FARBÄSTHETIK • FARBE IM KONTEXT DER BEGRIFFE
COLOUR MARKETING AND COLOUR AESTHETICS • COLOUR IN CONTEXT OF TERMS
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aspects. Therefore this analysis also helps considering with more differentiation what has previously been vague.

The odd pages feature the 49 coloured word meanings of those partaking in the colours-and-signs experiment. These were put in a chromatic order. Subsequently every single colour drawing and with it the entire colour field was analysed and translated into RAL colour values. This resulted in a quantity analysis of hues, which is weighted in the pie chart according to their percentage. The bar chart below presents an analytic-chromatic experience, which was translated into the adjacent RAL values. Consequently, verification of colour values independent of the print is ensured.

The merely semantic interpretation required a semiotic addition in order to achieve a well rounded overall picture. The four drawings each presented with their grey-scale values convey prototypical impressions of the conclusively presented design characteristics of a term.

The "thumbprint" of the respective colour term, which has some kind of compass function for the reader when browsing through the book, is located on the right side of odd pages.

6-7	Farbenfrohe Begriffswelten
8-9	Das RAL DESIGN System
10-11	Vorwort des Herausgebers
12-13	Einleitung
14-95 A/B	gemütlich bis kitschig
96-177 C/D	edel bis ungenießbar
178-259 E/F	paradiesisch bis funktional
260-341 G/H	prächtig bis dreckig
342-423 I/J	sympathisch bis unzuverlässig
424-507 K/L	weich bis uneben
508-591 M/N	flach bis zickzack
592-673 O/P	gutgläubig bis nachtragend
674-755 Q/R	fortschrittlich bis altmodisch
756-837 S/T	galant bis brutal
838-855	Einzeldarstellungen dreier Teilnehmer
856-861	Alphabetischer Index
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Colourful Worlds of Terms
The RAL DESIGN System
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cosy to kitschy
noble to inedible
paradisiacal to functional
splendid to filthy
likeable to unreliable
soft to uneven
flat to zigzag
credulous to unforgiving
progressive to old-fashioned
gallant to brutal
Single Presentations by Three Participants
Alphabetical Index
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