

Topic	Impact of Color
Reference	https://www.emeraldinsight.com/doi/abs/10.1108/00251740610673332 https://blog.prototypr.io/color-psychology-in-web-design-bf974293beb https://www.rasmussen.edu/degrees/design/blog/psychology-of-color/ http://www.ucreative.com/articles/22-intriguing-facts-about-colors-that-you-need-to-know/
WEBSITE GOALS	To educate people on the effects color choice has on their web design.
WEBSITE MESSAGE:	This article reviews the literature relating to color psychology in the context of marketing, highlights inconsistencies and controversies surrounding the color psychology, and, examines the impact of colors on marketing.
Tone	Bright, Bold, Colorful, Vibrant

Introduction *What is this about?*

What is color psychology? Color psychology is the study of how color affects our emotions and behaviors. Depending on your upbringing, cultural background and personal preference, certain colors can make you feel a certain way.

Reader Message *What's in it for me? Why should I read this?*

Graphic design is more than just choosing a few colors that look pleasant together. Understanding the psychology of color and knowing how to use it strategically is one of the basic fundamentals of graphic design.

Content *What is the information?*

Have you ever noticed how a yellow room tends to make you feel brighter or happier? Or how a red dress can make you feel a sense of passion, while a red sign can alert you to danger?
 The topic of color psychology can be a bit complicated because color and feelings can be highly subjective. But studies suggest that color does influence emotion in specific ways.
 Color selection can make a big impact on the reaction of your audience and how they feel about your product. It can provoke hunger, inspire trust or elicit a feeling of calm or excitement. This is why every color should be selected strategically to contribute to the overall goals of the piece.

Organize

- alphabetical
- categorical
- cause and effect
- inherent structure
- order of importance
- simple to complex
- sequential
- spiral
- subordinate to higher
- whole to parts

How am I going to tell this story? Point of View?

I am going to present the information using a dropdown question and answers section to provide the User with a fun way to learn the information. I will also have interesting pictures to represent the different colors with a hide and reveal to give the User an easy way to view the information and the image without having to click a link.

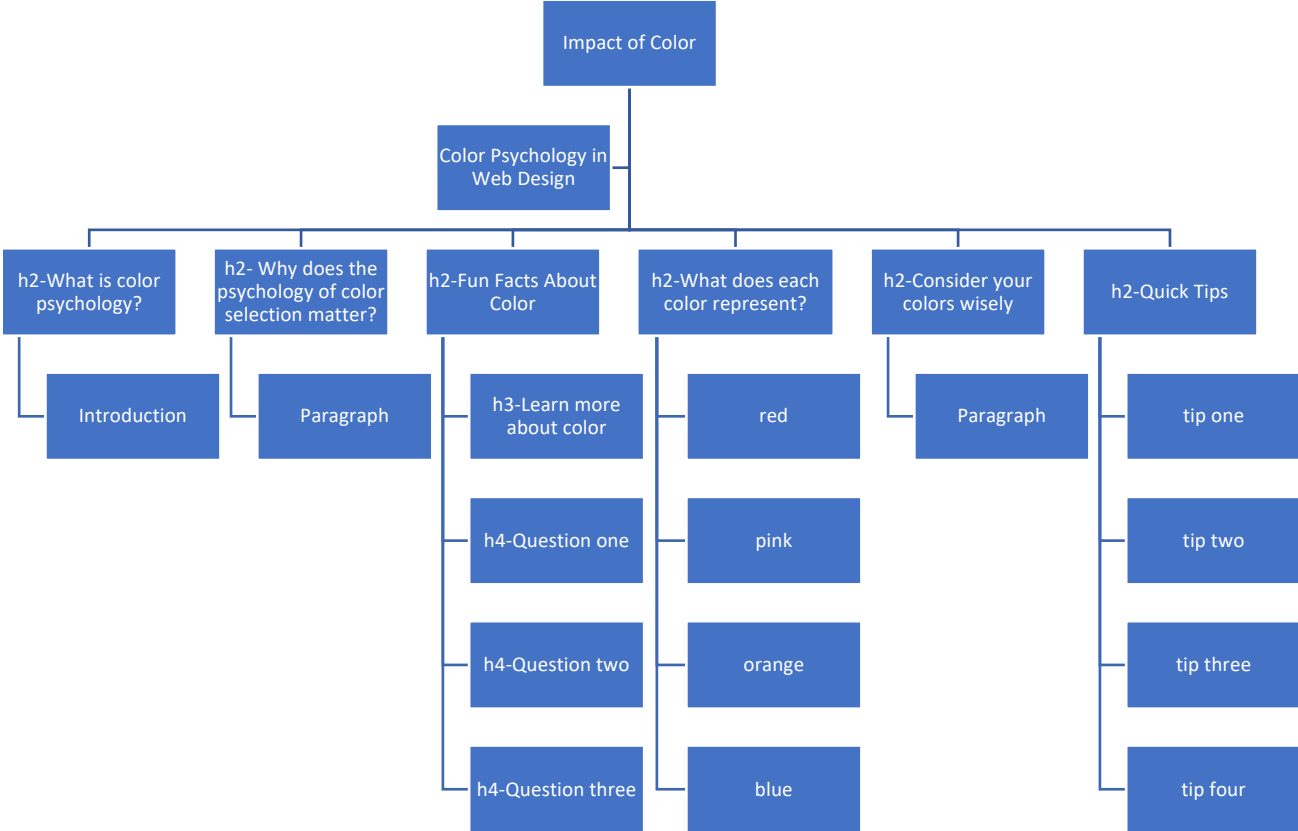
Forms

- List
- Images (Hide /Reveal)
- Accordion

OUTLINE		
heading and content		organization/element
h1	Impact of Color	
	Color Psychology in Web Design	
h2	What is color psychology?	
	Introduction	
h2	Why does the psychology of color selection matter?	para
	Text	
h2	Fun Facts About Color	Accordion
h3	Learn more about color.	
h4	What is the World's most popular color?	Q/A
h4	What is the first color a baby sees?	Q/A
h4	What color can make you dizzy?	Q/A
h2	What does each color represent?	Hide and Reveal
h3	Here is what you need to know.	
h3	red	Image Text
h3	pink	Image Text
h3	orange	Image Text
h3	yellow	Image Text
h3	green	Image Text

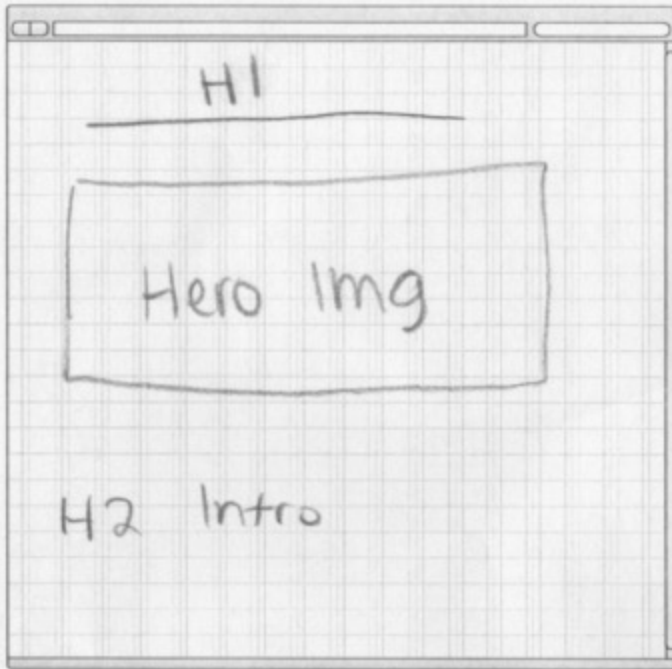
h3	blue	Image Text
h3	purple	Image Text
h3	white	Image Text
h3	black	Image Text
h3	gray	Image Text
h2	Consider your colors wisely	para
	Text	
h2	Quick tips	
h3	Focus on the target audience	List
h3	Be mindful of the background color as well as the font color	List
h3	Color chooser tools can be very helpful	List
h3	Don't use too many colors, usually 2-4 are enough	List
h3	Get some inspiration and make some research before your final decision	List

NOTES

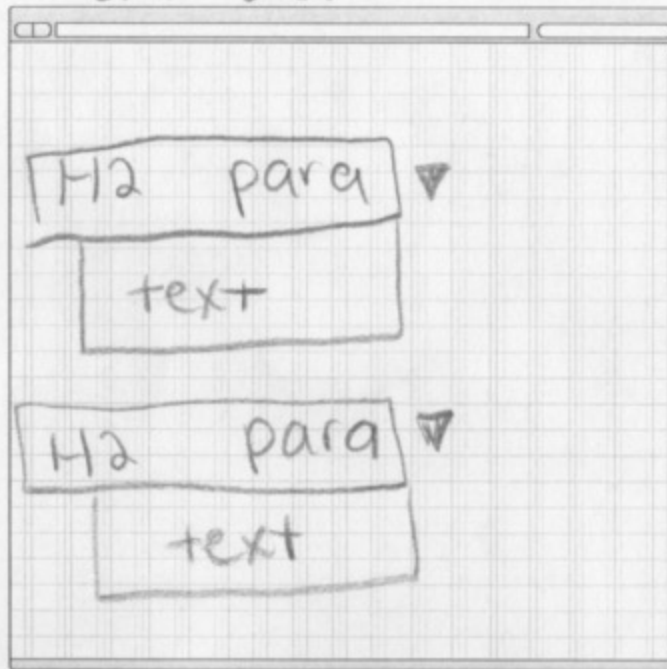


Topic Plan

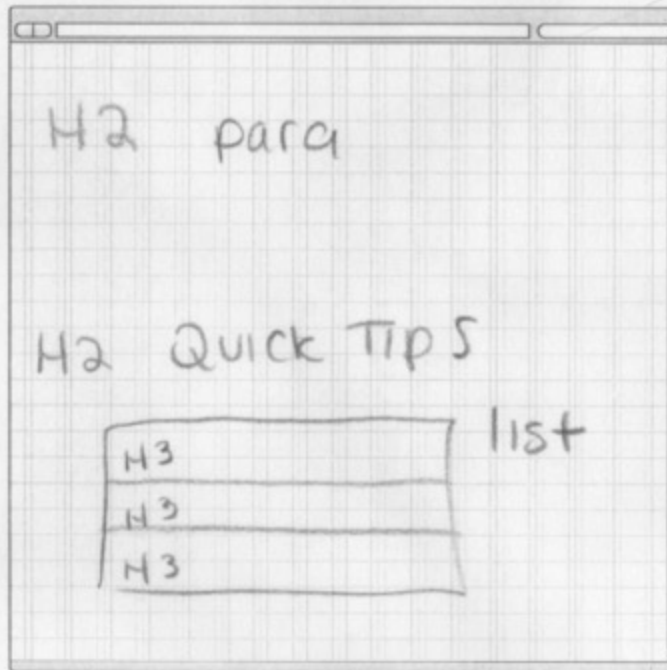
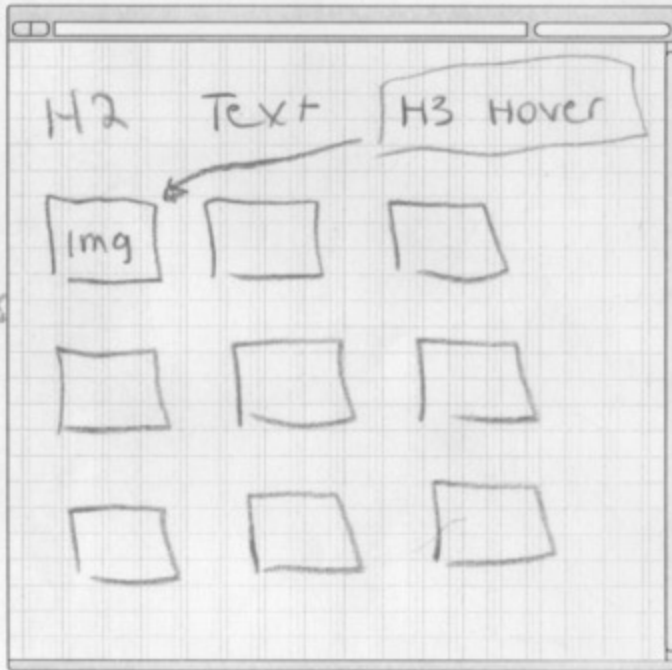
Adamczyk ✓

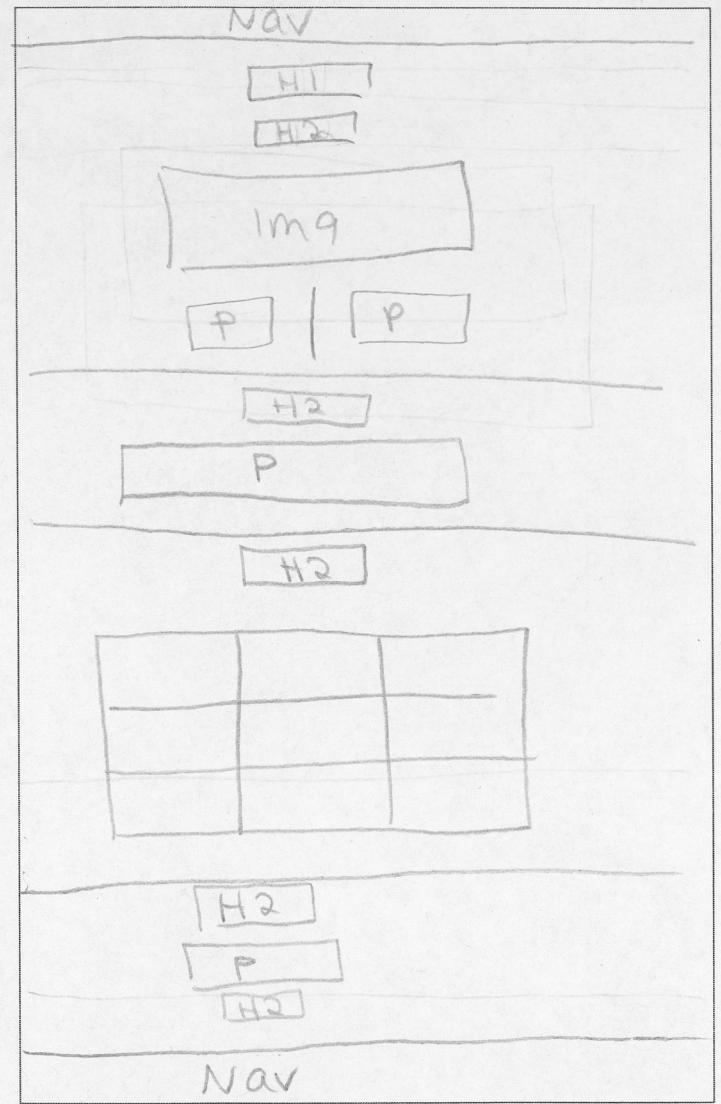
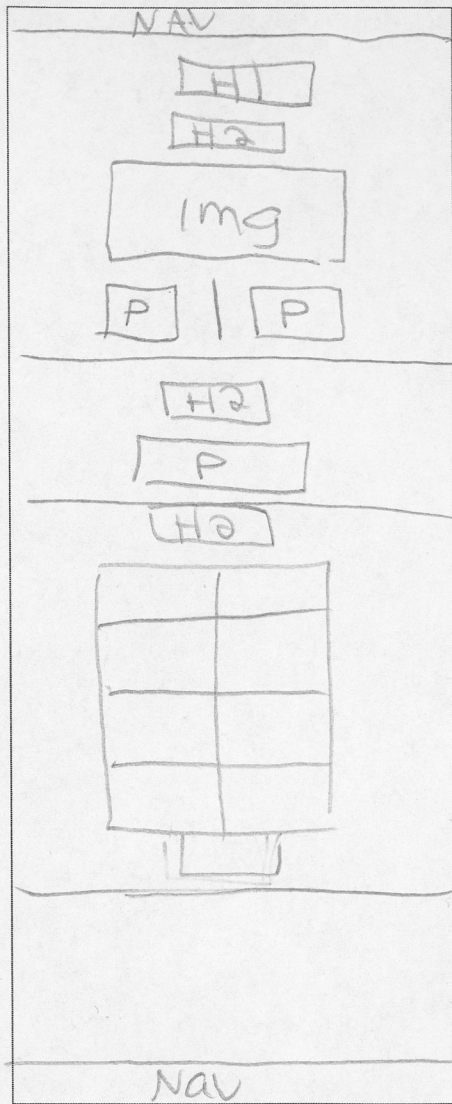
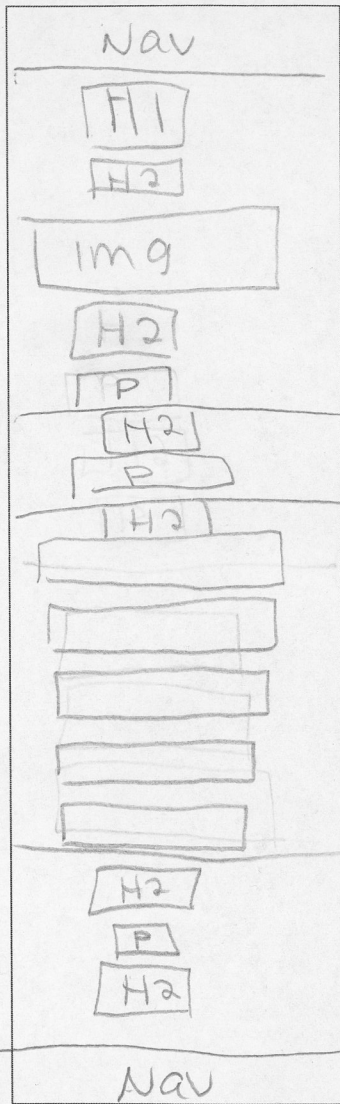
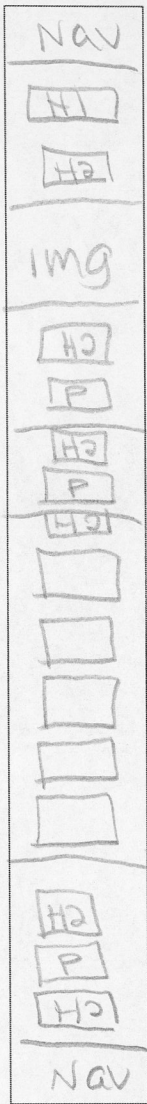


accordion



16 columns





Topic Plan

PROJECT NOTES

Ashley Adamczyk

Topic Plan by Ashley Adamcryk

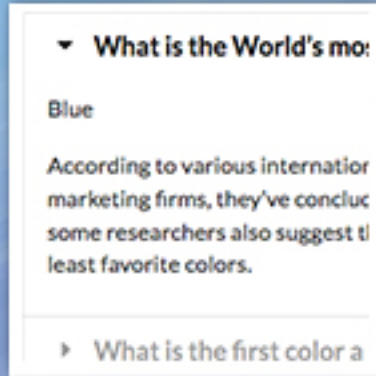
Style Tile
version:1



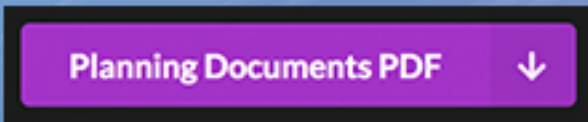
Possible Colors



Textures



Button



Impact of Color

Font: Helvetica #000000

Color Psychology in Web Design

Font: Helvetica #ffffff

Color psychology is the study of how color affects our emotions and behaviors. Depending on your upbringing, cultural background and personal preference, certain colors can make you feel a certain way.

Font: Helvetica #000000

Adjectives

