

Design 3

for the Web

Content Summary

topic	
Data Type	Content Result
User characteristics influence	<ol style="list-style-type: none">1. Users know some info about topic, it is relevant to their field and important to them, they want to know about color harmony
Data Type	Content Result
User needs & goals influence	<ol style="list-style-type: none">1. Learn about color science for design projects2. Get tips on avoiding bad advice/get good advice3. Get examples about the information
Website Statements	
website goals	Explain color science and give guidance/tips for selecting color pallets for design projects
website message	A lot of the articles on the internet are not good educational information on color science because they make global assumptions
Look and feel	Bright and Colorful, clean, simple

Resources



uxplanet.org

Designing emotional color palettes without the fake science

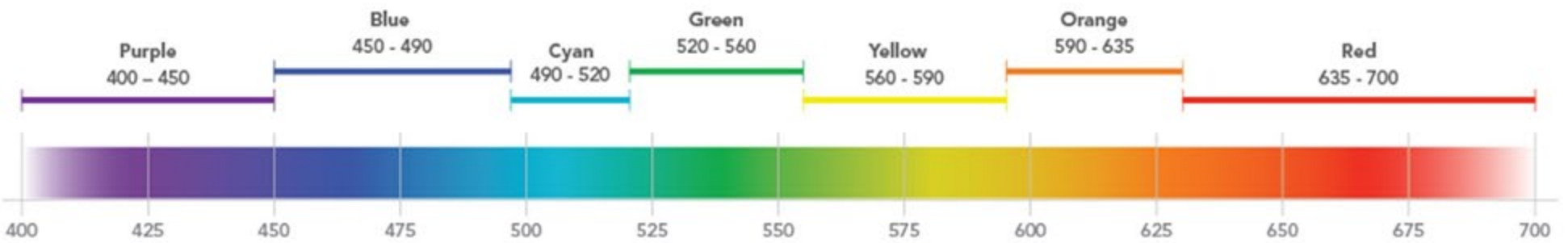
Color is a wonderful component of interactive design.









www.alterspark.com

Color Psychology

When it comes to the strategic use of color in interactive design, wouldn't it be great if you could always select colors that make your technology more intuitive and emotionally pleasing? Many barriers that stop designers from using color strategically.



 <p>Complementary Complementary colors are opposites.</p>	 <p>Analogous Analogous colors combine three adjacent colors.</p>	 <p>Split complementary Split complementary colors combine the complement's analogous colors.</p>
 <p>Triadic Triadic colors are derived from three evenly distributed colors.</p>	 <p>Tetradic rectangle Tetradic colors combine four colors, with two groups of complementary colors.</p>	 <p>Tetradic square Tetradic square colors combine four evenly divided colors, with two groups of complementary colors.</p>

assets

The research on aesthetically pleasing colors deals more with related colors, such as contrasting colors or similar colors.



www.leemunroe.com

Checking Your Site For Visual Hierarchy

When a user visits your website, you have 5 seconds to grab their attention. Okay, maybe that's not always true but none the less you want to make sure there's a banana (banana being the key element you want your users to look at) to grab their attentio...



www.awwwards.com

Understanding Web UI Visual Hierarchy

More than being creative, a good artist must also consider subtleties like composition, colors, size, what to include, and - perhaps more importantly - what to...



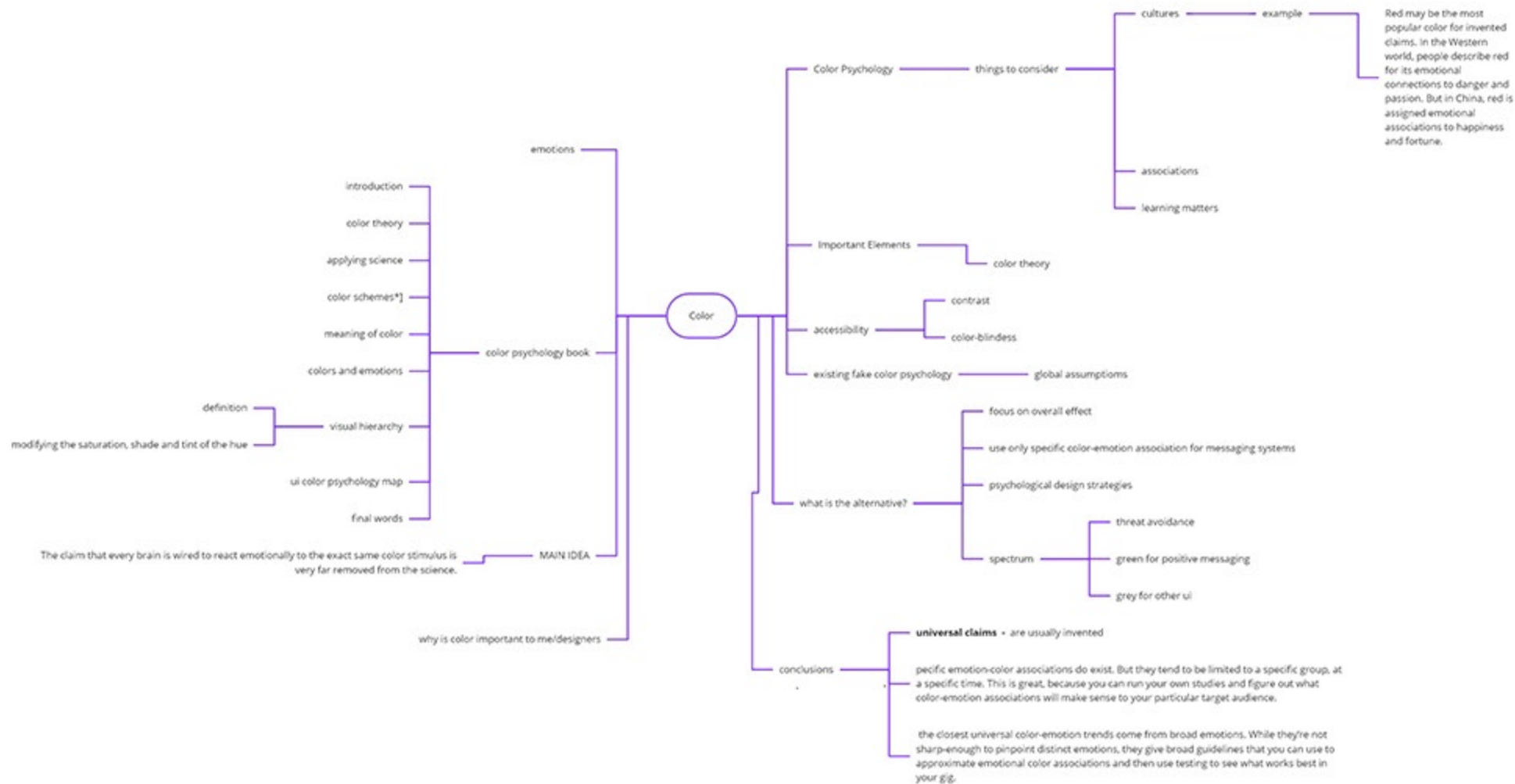
visme.co

12 Visual Hierarchy Principles Non-Designers Needs to Know

Visual hierarchy is a method of organizing design elements in order of importance. These are the 12 virtual hierarchy principles you need to know.

Visual Hierarchy

Mind Map



Content Card Sorting

Ideas and Supporting Details

What

Why

General tips/facts

book

examples

Choosing
emotional
colors

it is important
to think about
color when
creating
designs

Color associations
- they come and
go, but they
should be
considered

color
hierarchy

red - china it
is happiness
and fortune

Using colors
in design

there are
various things to
consider, such
as culture and
associations

accessibility

emotions -

associations -
red means stop,
green means go
green = money,
plants, etc

color is
important
to our
careers

don't
generalize -
consider
different
factors

solutions,
general
go tos

Content Organization

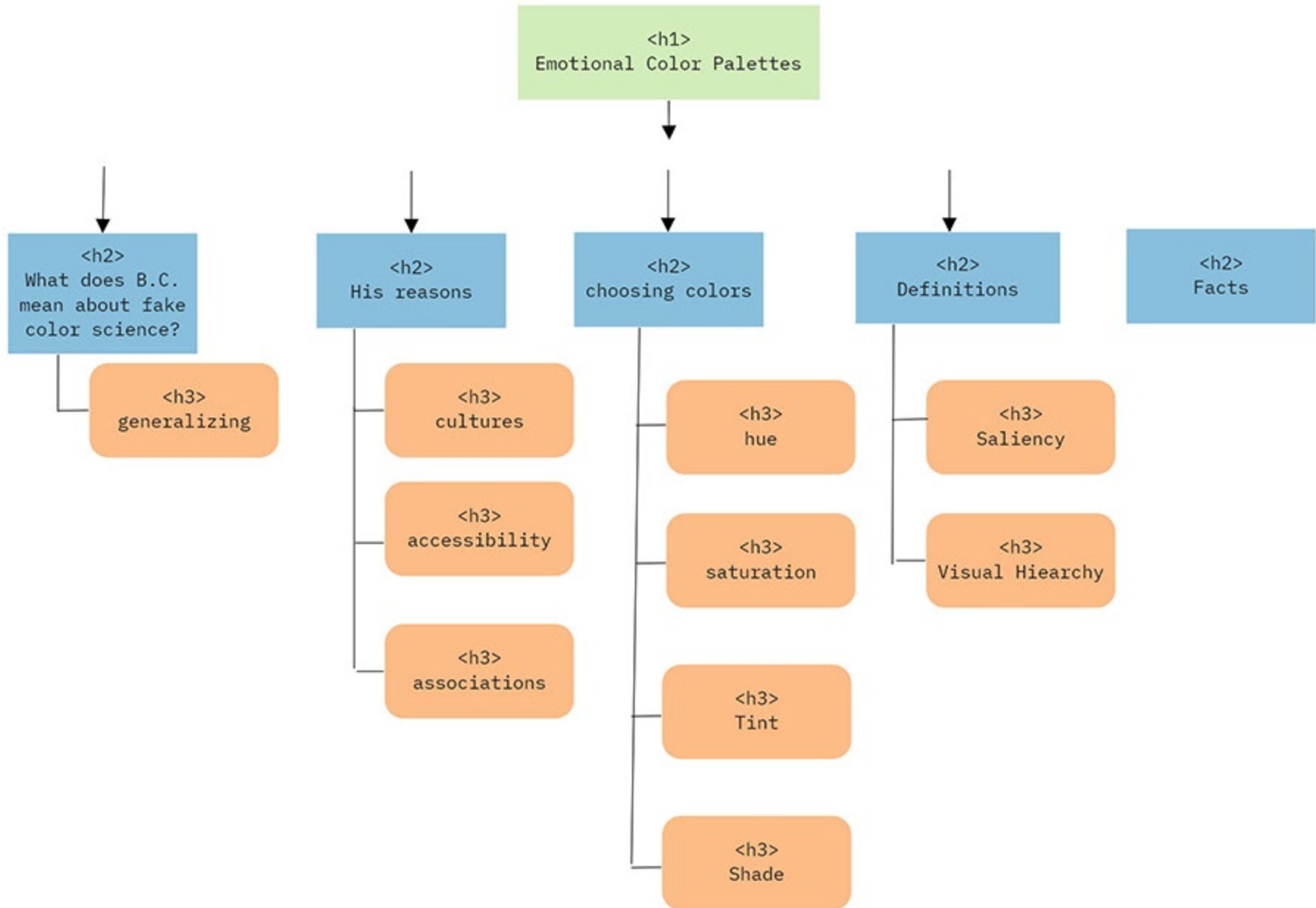
Organization - These are the sections on the webpage

Each column is a main idea (h2). Pull the cards over from the previous step (h3s and h4s)

 = general website items  = user based for your topic



<h> tag diagram



H1: Choosing Emotional Color Palettes

Overview of Topic

According to author, articles about color psychology tend to make global statements about color psychology. These are over-generalized and don't consider a lot of factors. What are these factors and what should you consider when choosing colors for your projects?

Things to Consider



Cultures

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Accessibility

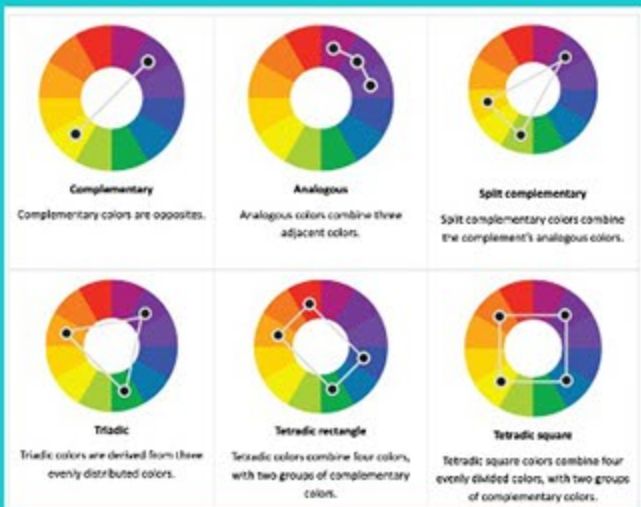
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Associations

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Pleasing = Related



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List

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Visual Hierarchy

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Choosing Emotional Color Palettes Guide for Designers

Picking colors is an extremely important task for designers and this page will provide some foundation and tips.

Color Psychology Claims

According to Brian Cugelman, articles about color psychology tend to make global statements about color psychology. These are over-generalizations that don't take in to consideration various factors. What are these factors and what things should you be considering when choosing colors for your project?

Things to Consider When Thinking About Color Psychology



Cultures

Consider your target audience when choosing colors. Different cultures have different color associations and sometimes they can make different color distinctions. For example, in western countries red might be associated with passion or urgency, while in China it can be associated with luck and happiness.



Accessibility

When thinking about choosing colors, consider doing research on building color palettes for color blind people. It can be difficult when factors such as brand color and UX requirements have to be considered, but following good accessibility practices can allow for more wide-reaching emotional color associations.



Associations

There are a lot of cognitive associations to color. For example, people associate red with stopping because of stop signs and traffic lights. Color associations can be formed from individual experience, in groups, and culturally. Color trends and associations can also change over time.

How to Choose Pleasing Colors

Use The Color Wheel

It can be very helpful and beneficial to look at the color wheel when choosing your colors. When deciding on using calming or stressed combinations, it is important to evaluate whether they will advance or undermine your design goals.

Definitions for Color

01.

Hue

Hue refers to the color, such as red, green, purple, orange, etc.

02.

Shade

Shade describes how dark a color is from vivid color to black.

03.

Tint

A color moving from vivid color to white (the opposite of shade)

04.

Saturation

Saturation refers to how a color transitions from its most pure hue (ex. blue) to grey.

Tips and Facts

What Colors Does Cugelman Suggest?

For critical messages, such as warnings and deadlines, he usually uses warm colors, like red. For optimistic messages, he uses green. For relaxed messaging, he uses blue, as it is not as attention grabbing, but can be pleasing or comforting. For pessimistic messages, he uses medium grey.

Visual Hierarchy

In order to control where the user's eye goes, it is important to utilize visual hierarchy. One can do this by increasing or decreasing the saliency of visual elements. That is, using colors, hues, and saturations to increase or decrease the noticeability of that color.