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DLI Accelerated Data Science Teaching Kit

Lecture 7.5 - Colors



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**Anyone bored
by my color choices?**

In fact, grayscale can be risky...



In fact, grayscale can be risky...

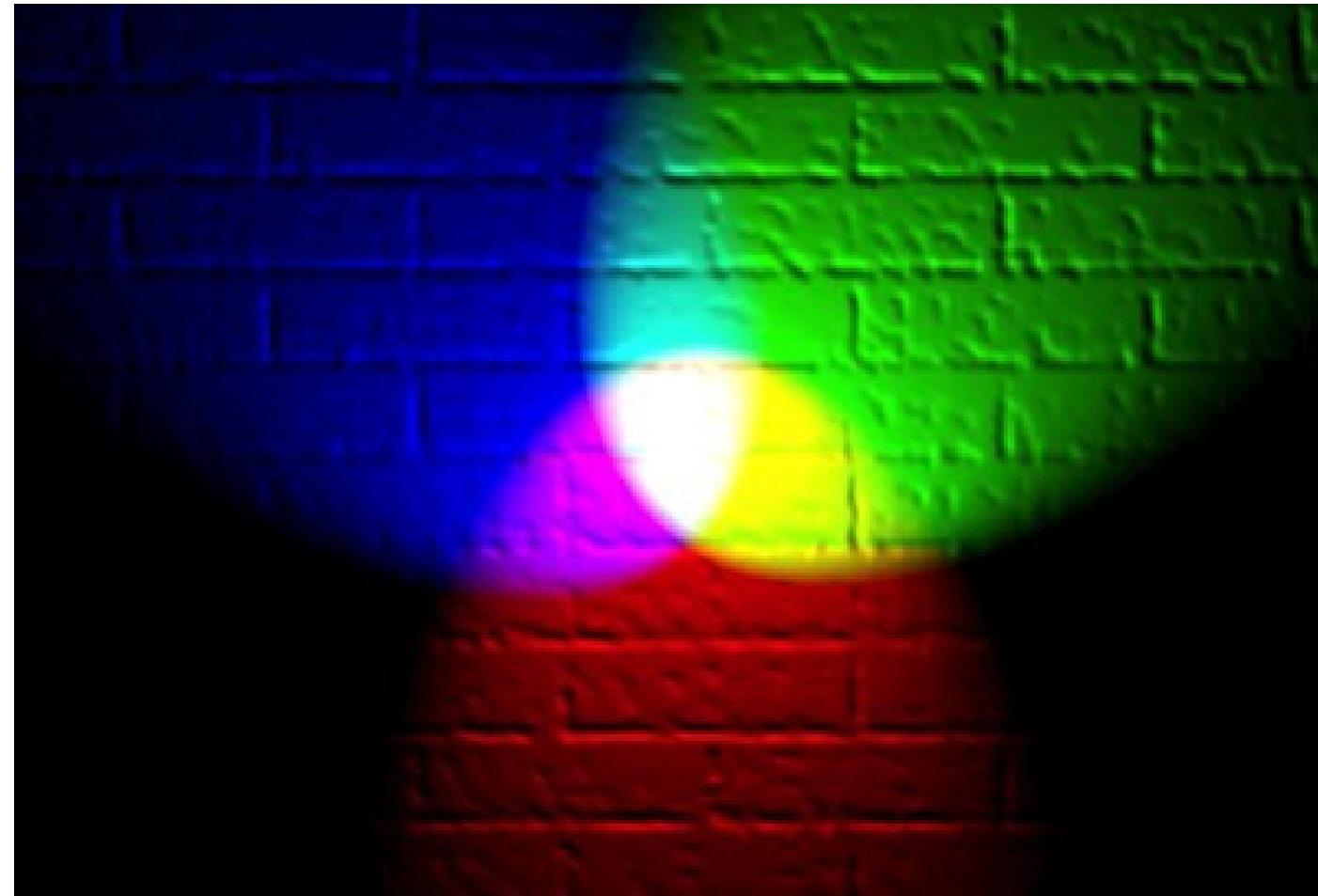


Color is Powerful

Color

- Call attention to information
 - Increase appeal
 - Increase memorability
- Another dimension to work with

Have you heard of RGB?

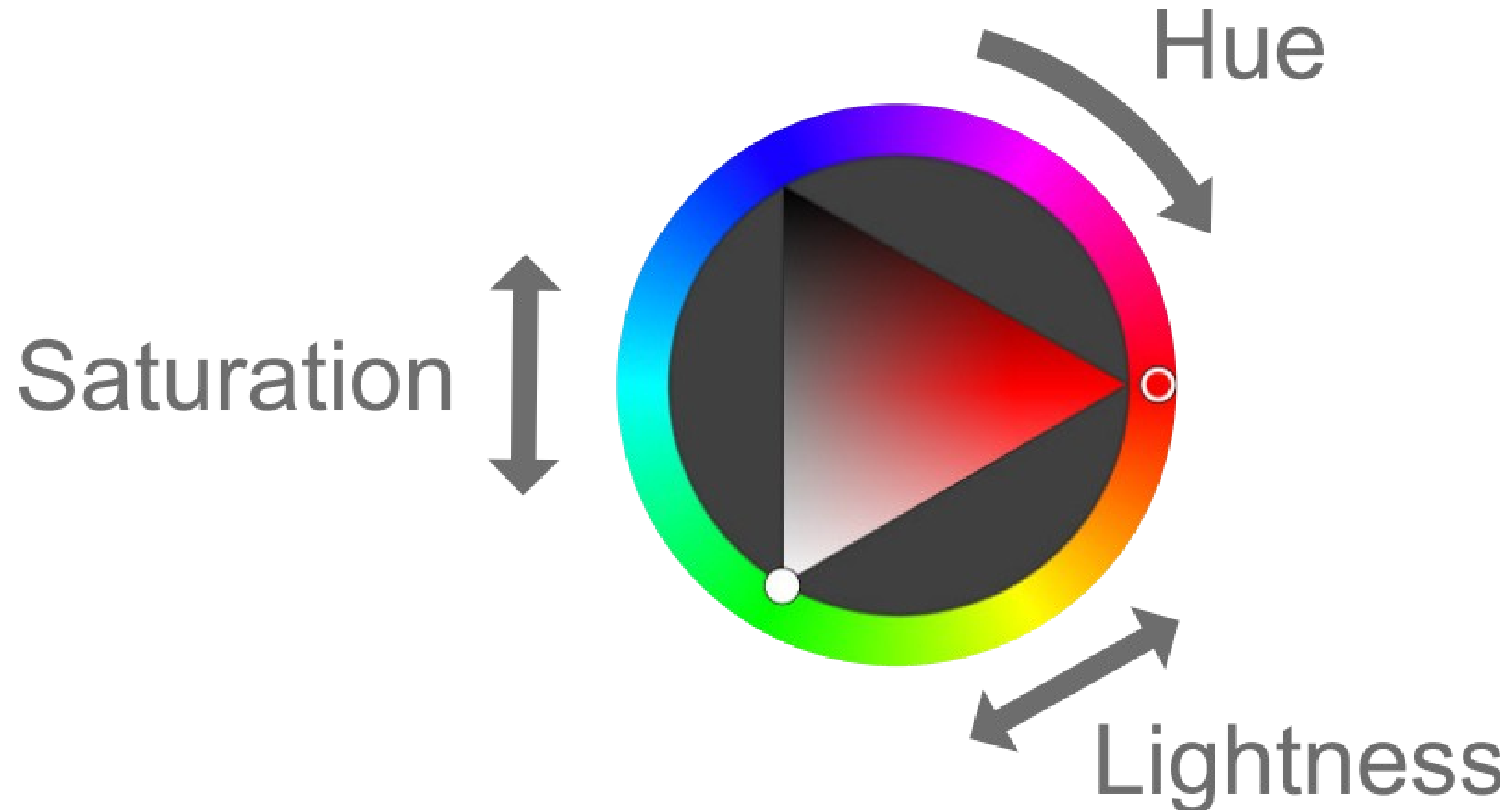


**Additive color model: colors create by mixing
red, green, blue light**

Retrieved: https://en.wikipedia.org/wiki/RGB_color_model

**We see in RGB,
but we don't interpret in RGB...**

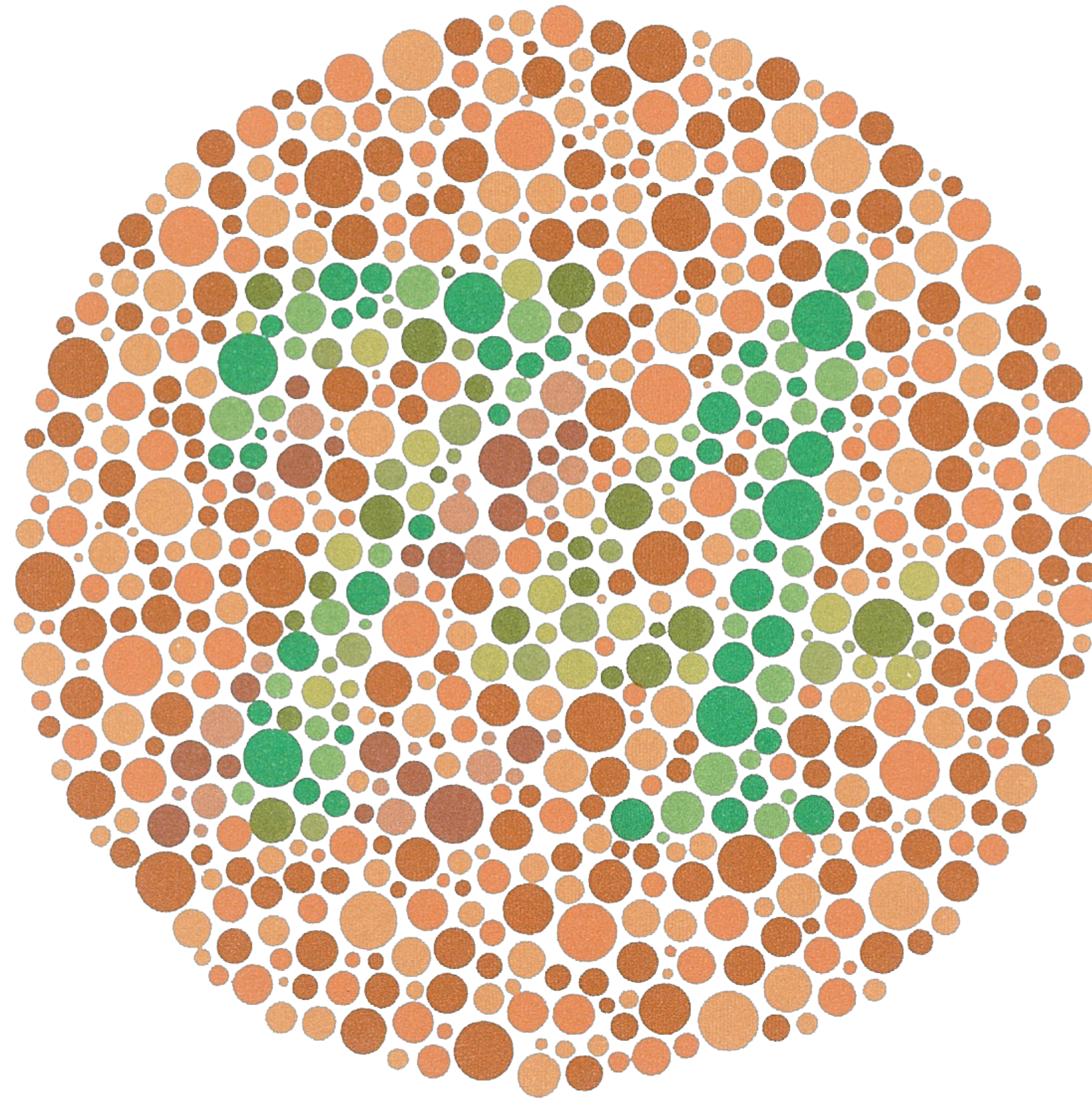
HSV Color Model



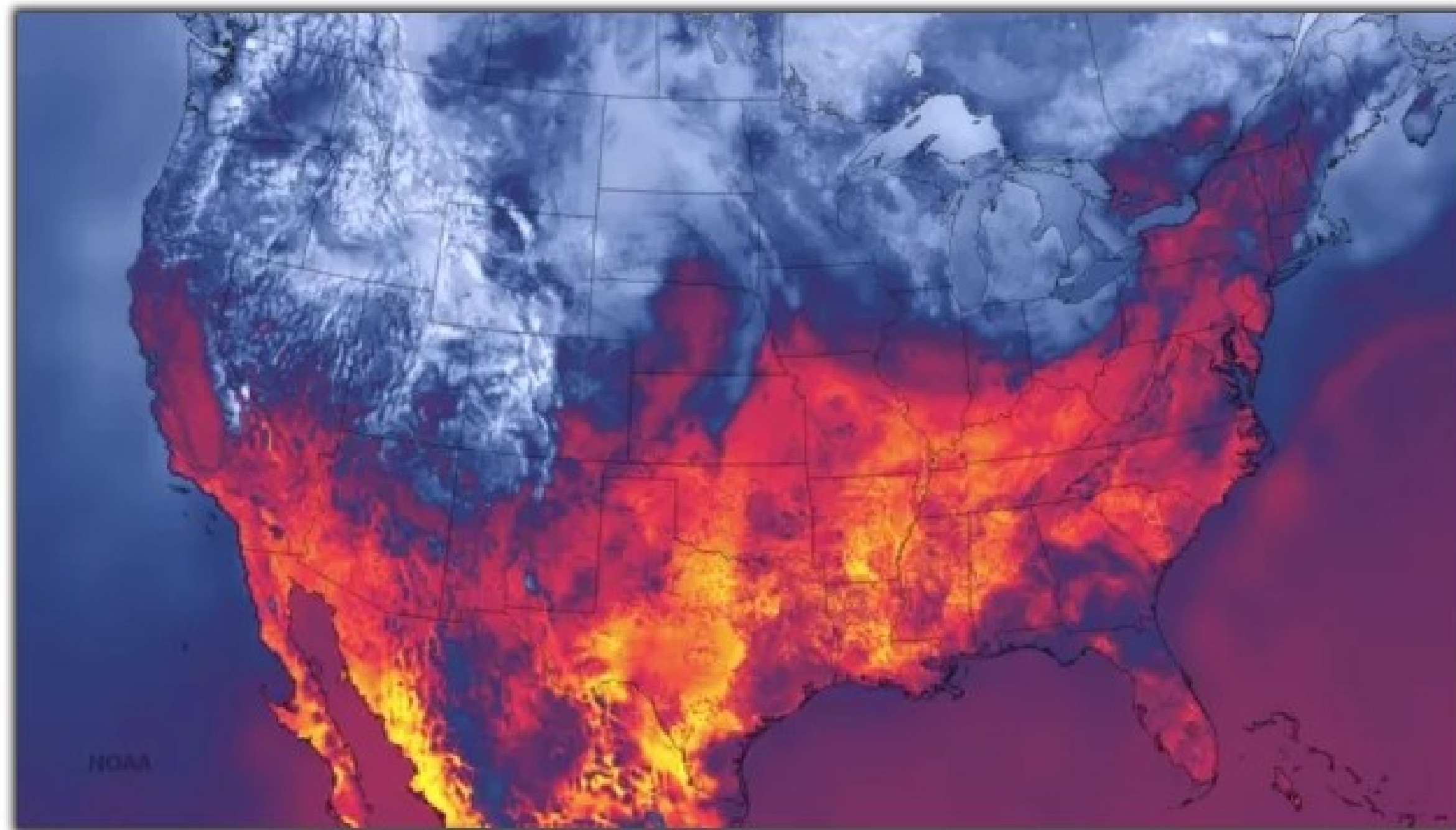
Source: color picker in Affinity Designer

Hue and Colorblindness

- 10% of males and 1% of females
 - are Red-Green Colorblind



Retrieved: https://en.wikipedia.org/wiki/Color_blindness



Surface temperature (°C)



0

45

Sep 30, 2014

NOAA's Latest High Resolution Weather Model is Released

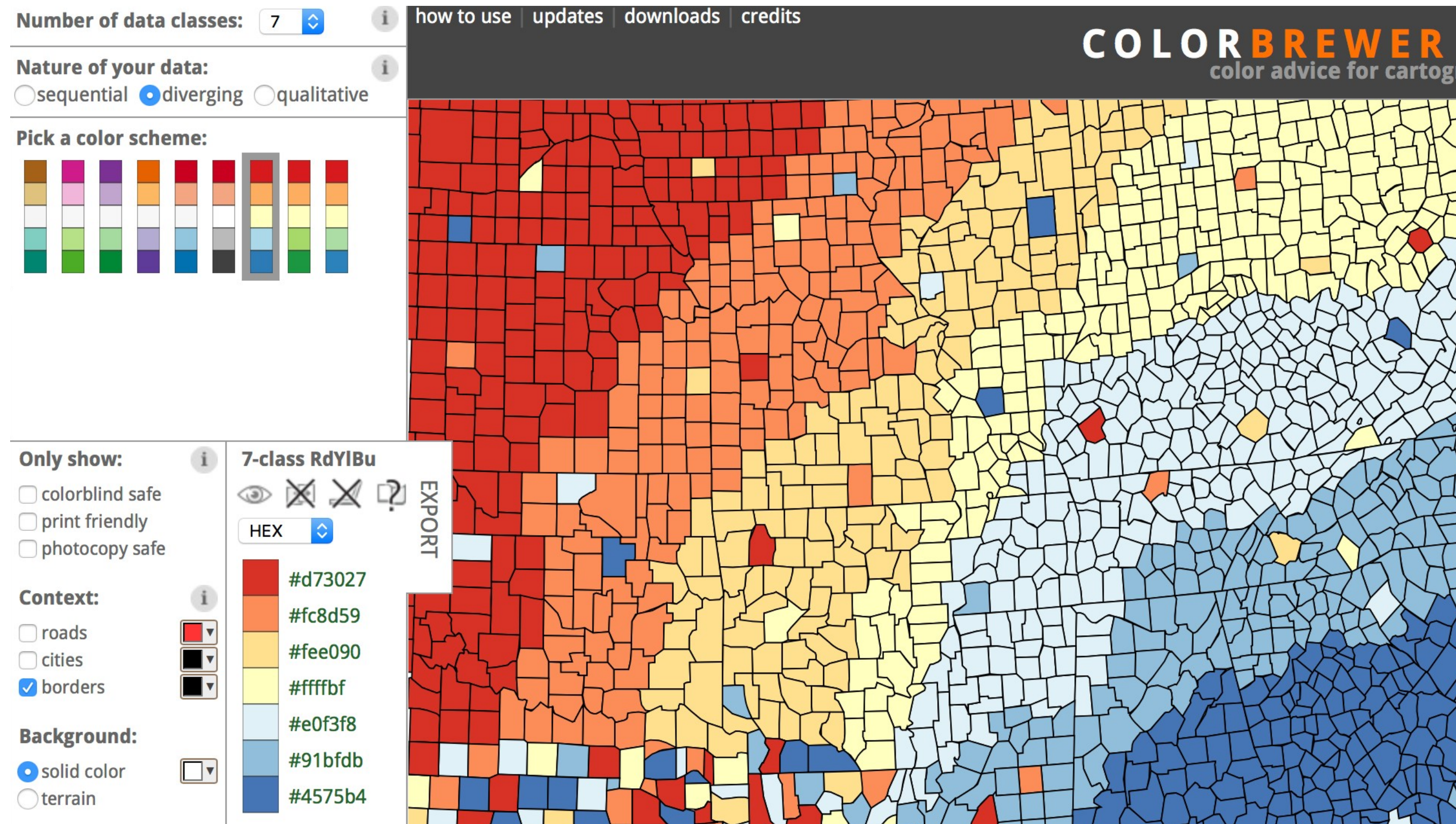
Color and Quantitative Data

Can you order these (low→hi)?



Color Brewer for Picking Color Scales

- <http://colorbrewer2.org/>





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Thank You