

UI Design and Prototyping



Elina Kuutti

(adapted from Margit Tenoosaar's presentation)

This session:

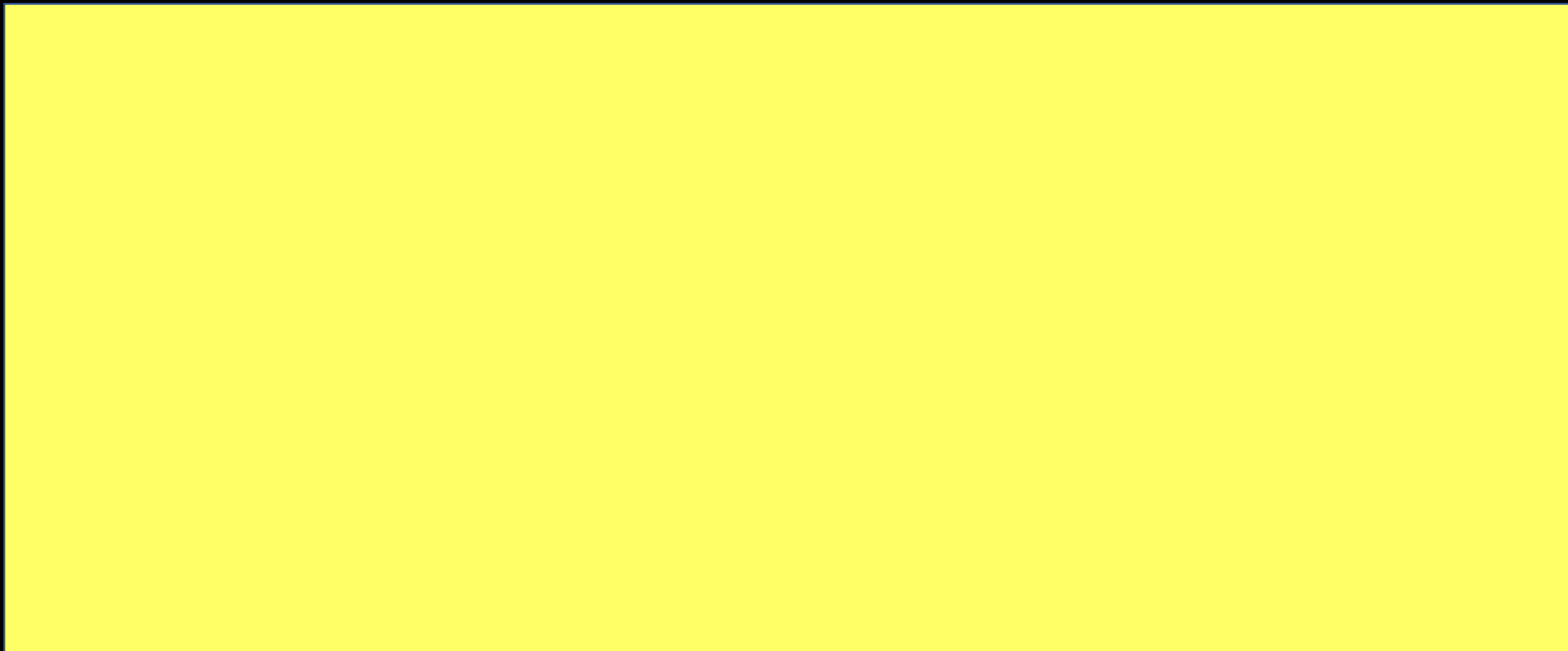
- Does colour matter?
- Task: Your portfolio's colour palette
- First introduction to Figma

Does colour matter?

Describe the feeling you get:

A large, empty light blue rectangular box with a thin black border, intended for a user to write their response to the prompt above.

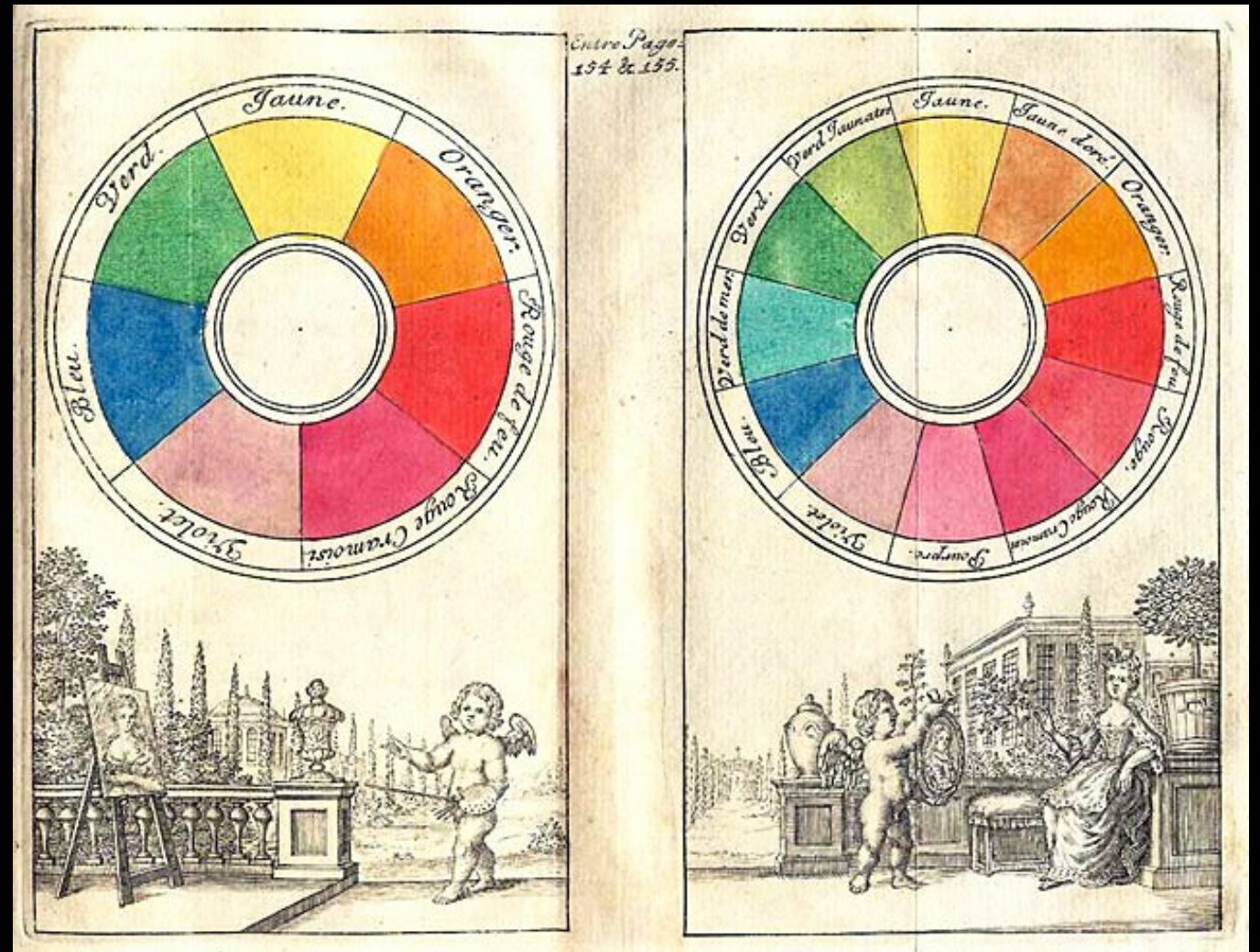
Describe the feeling you get:

A large, empty yellow rectangular box with a thin black border, intended for a user to write their response to the prompt above it.

Colour matters.

The Colour Wheel

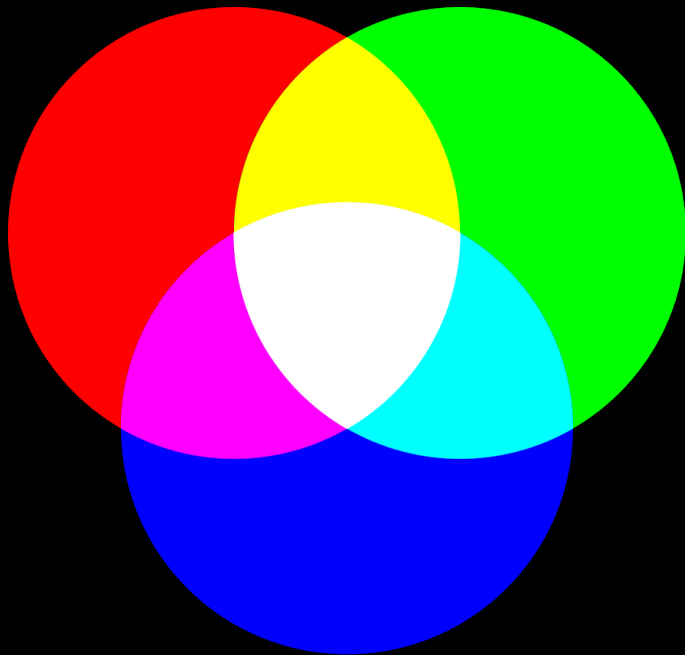
- Color theory: Aristotle, Nasir al-Din al-Tusi, Isaac Newton, Johann Wolfgang Von Goethe etc.
- A *color wheel* or color circle is an abstract illustrative organization of color hues around a circle, which shows the **relationships between primary colors**, secondary colors, tertiary colors etc.
- Tool for creating different color schemes and palettes



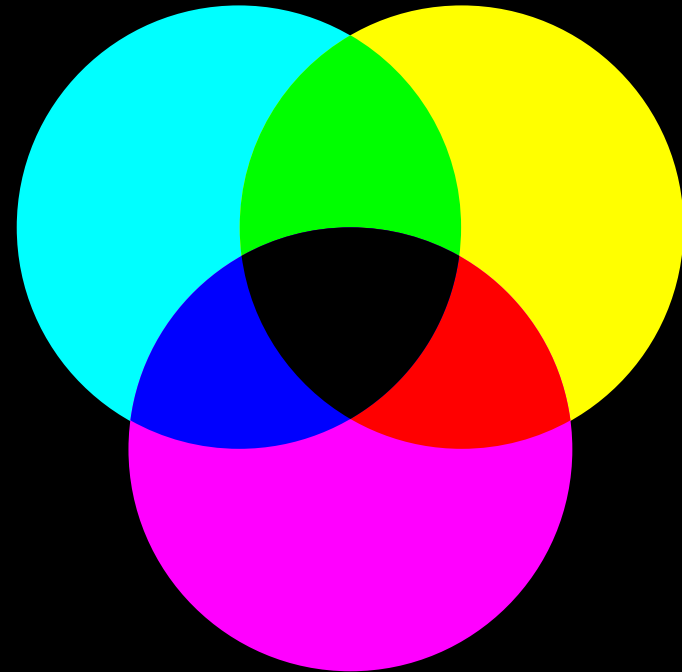
Boutet's 7-color and 12-color color circles from 1708

Primary colours

Primary colors cannot be created by mixing other colors together.



RGB



CMYK

Secondary colours

- Secondary colors are formed by mixing two primary colors: blue and yellow make green, red and yellow make orange.
- Tertiary colors are derived by combining primary and secondary colors: blue-green or red-orange.



Triangle: Primary colors // Hexagon: Secondary colours
// Circle: Secondary & Tertiary colours

Colour Psychology

Red

Danger, Passion,
Excitement & Energy

Orange

Fresh, Youthful,
Creative, Adventurous

Yellow

Optimistic, Cheerful,
Playful, Happy

Blue

Communicative, Trustworthy,
Calming, Depressed

Green

Natural, Vitality,
Prestige & Wealth

Brown

Organic, Wholesome,
Simple & Honest

Purple

Royalty, Majesty,
Spiritual & Mysterious

White

Pure, Simplicity,
Innocence &
Minimalism

Black

Sophisticated,
Formal, Luxurious &
Sorrowful

Cultural differences

- **RED**: good luck & celebration in China, mourning in South Africa
- **YELLOW**: sacred & auspicious in India and China, mourning in in Egypt
- **GREEN**: wealth and prestige in Saudi Arabia, A forbidden colour in Indonesia
- **BLUE** and **PINK**: Blue was traditionally the color for baby girls, while pink was for baby boys in Belgium

Brand Colours

[BrandColors - official brand color hex codes](#)

[The psychology of color: How to choose your brand's color \(99designs.com\)](#)

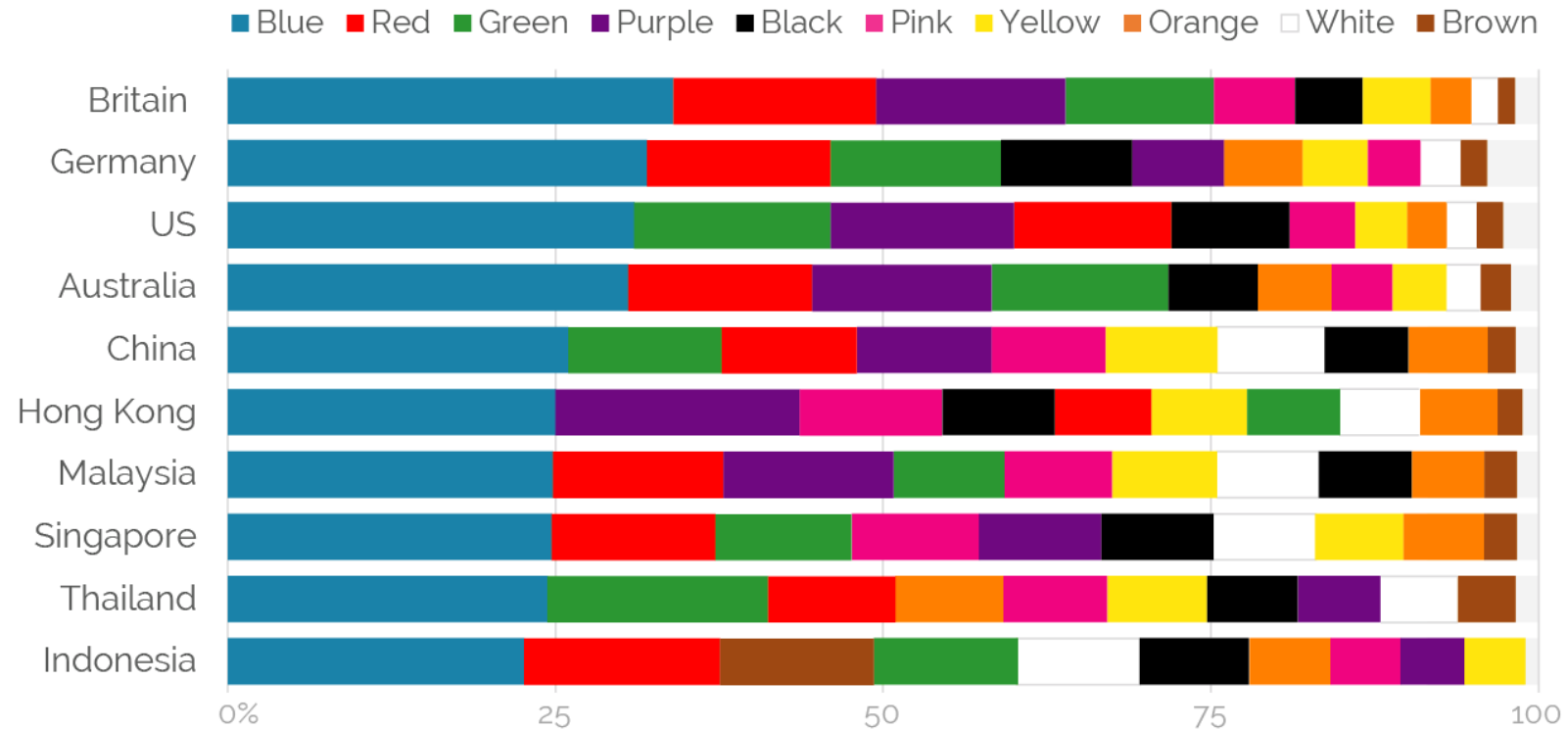
[Canva - Color psychology: The logo color tricks used by top companies](#)



Favourite colours

Blue planet

Which one of the colors listed below do you like the most?



A good color palette:

- Increases brand recognizability
- Highlight important elements in your website
- Generates an emotional response

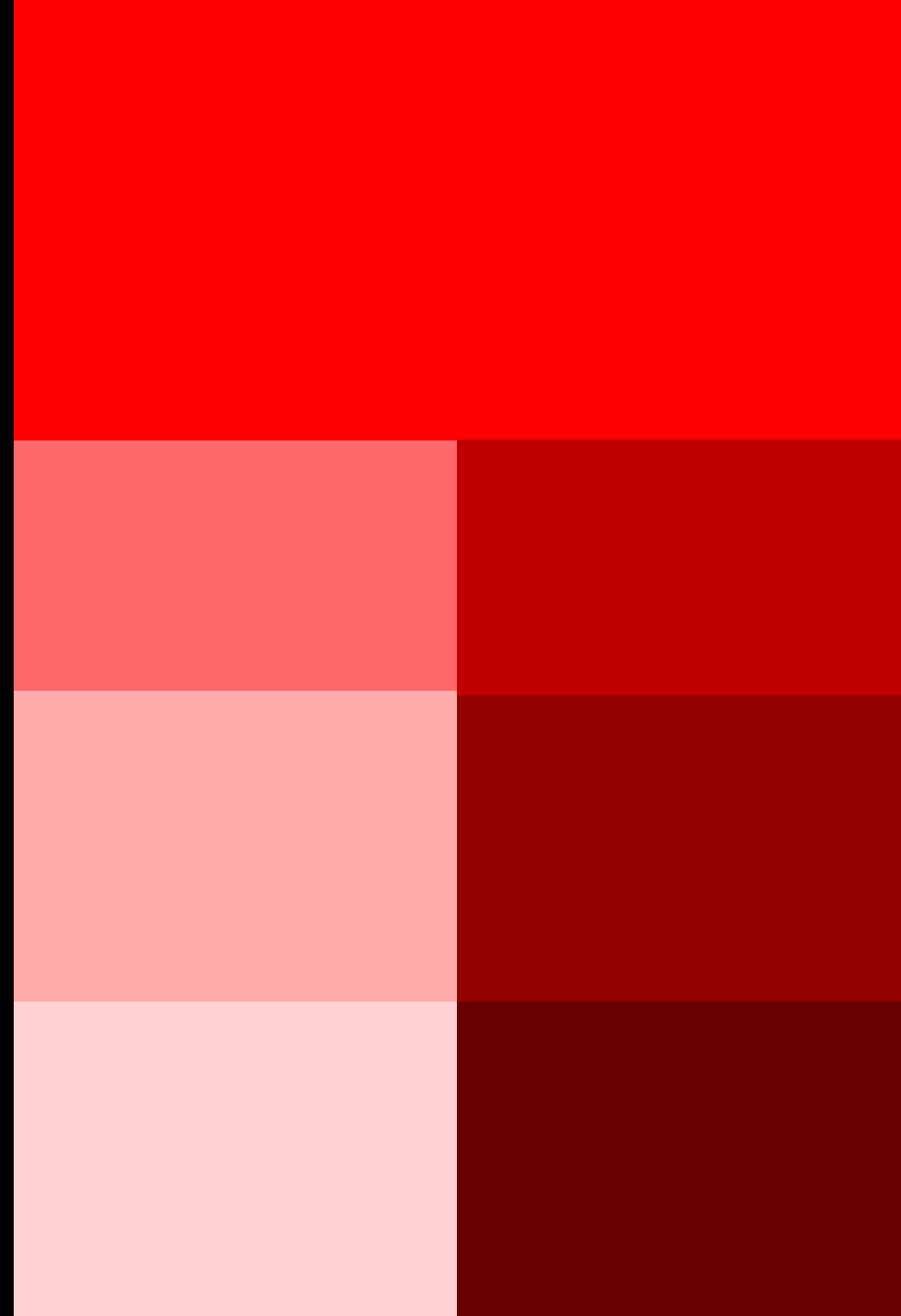
How to choose a colour palette?

Some methods of choosing:

- Monochrome
- Complementary
- Analogous
- Triadic

Monochromatic

- Monochromatic color schemes are easy to create because they only use one color.
- Monochromatic schemes use different **tones** from the same angle on the color wheel (**the same hue**).



Complementary colours

- Complementary schemes are created by combining colors from opposite sides of the color wheel.
- Improves *scannability* – user finds what they need with a glance
- However: if the colors are very saturated, might create an optical illusion



Analogous

- Analogous color schemes are created by using colors that are next to each other on the color wheel.



Triadic

- Triadic schemes are made up of three hues equally spaced around the color wheel.
- To create colour harmony - one dominant color, two accent colors e.g



Quadratic

- Quadratic schemes are made up of four hues equally spaced around the color wheel.
- However, sometimes using too many colours in a single layout might create a disorienting feeling



Try it yourself:

<https://colorsupplyyy.com>

Other good tips on choosing a color palette:

- Think what you want your color palette to say
- Choose your primary color first, then secondary and accent colors
- Select a palette with some contrast -> legibility
- When in doubt, keep it simple (60/30/10 rule)

<https://www.flux-academy.com/blog/how-to-strategically-use-color-in-website-design>

Task: Your portfolio's colour palette

- Start thinking about what your portfolio color palette should say about you
- Decide what your future portfolio colours should be
- Try the different color scheme generators to see possible variations.

Tools for choosing colour:

[Color wheel, a color palette generator | Adobe Color](#)

[Create a Palette – Colors](#)

[Color Palettes \(color-hex.com\)](#)

[Color palette generator | Canva Colors](#)

[Create Natural Palettes from Images - Color Palette Generator](#)

Other sources

- Arnkil, Harald: Colours in the Visual World (2013)

Pictures:

https://commons.wikimedia.org/wiki/File:Kolare_Harmoniak_azalpena-01.svg

https://en.wikipedia.org/wiki/CMY_color_model#/media/File:CMY_ideal_version.svg