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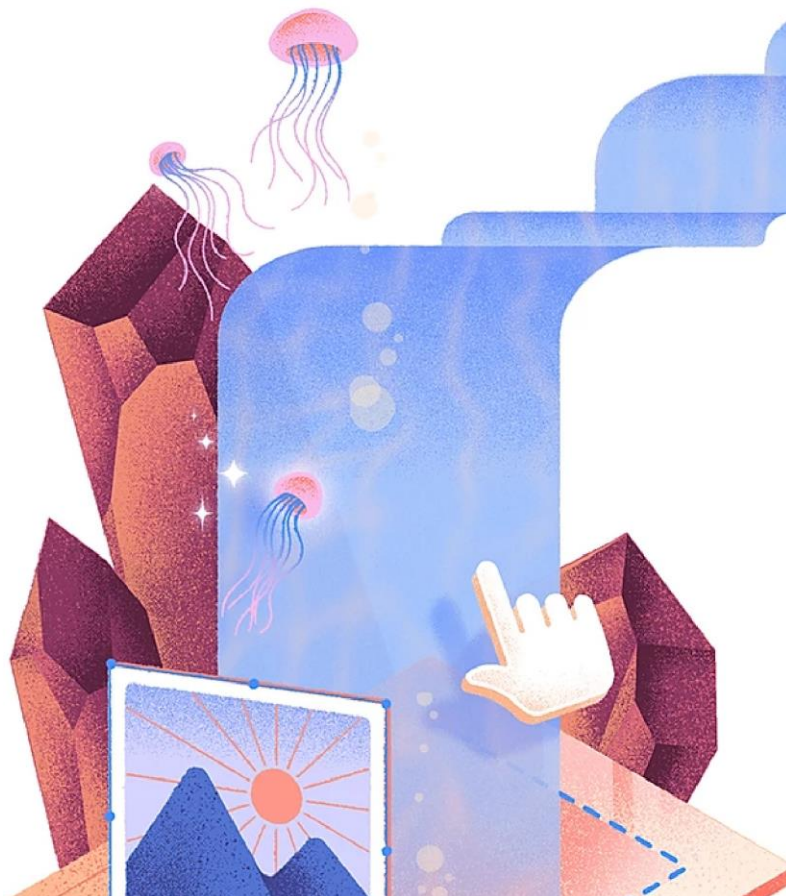
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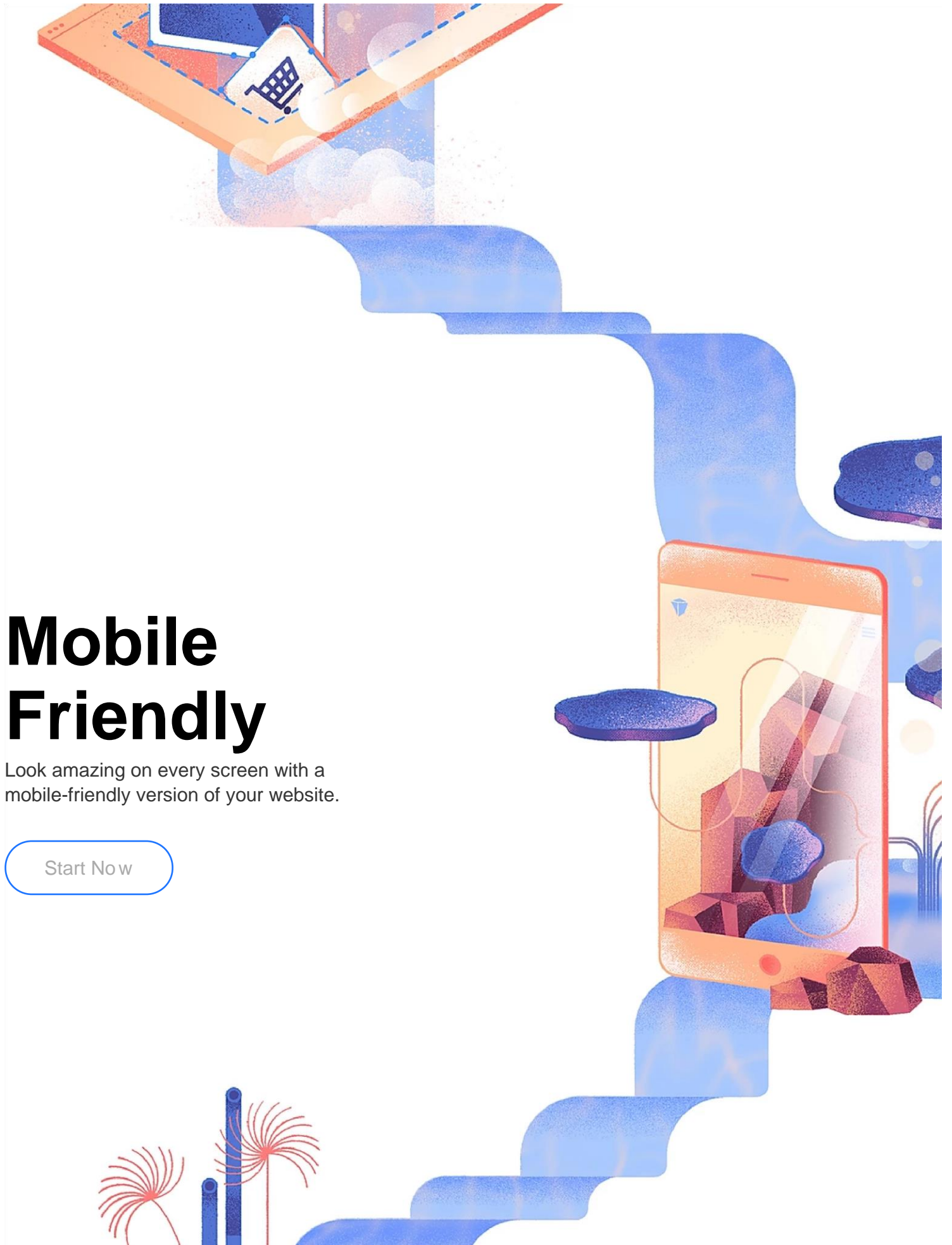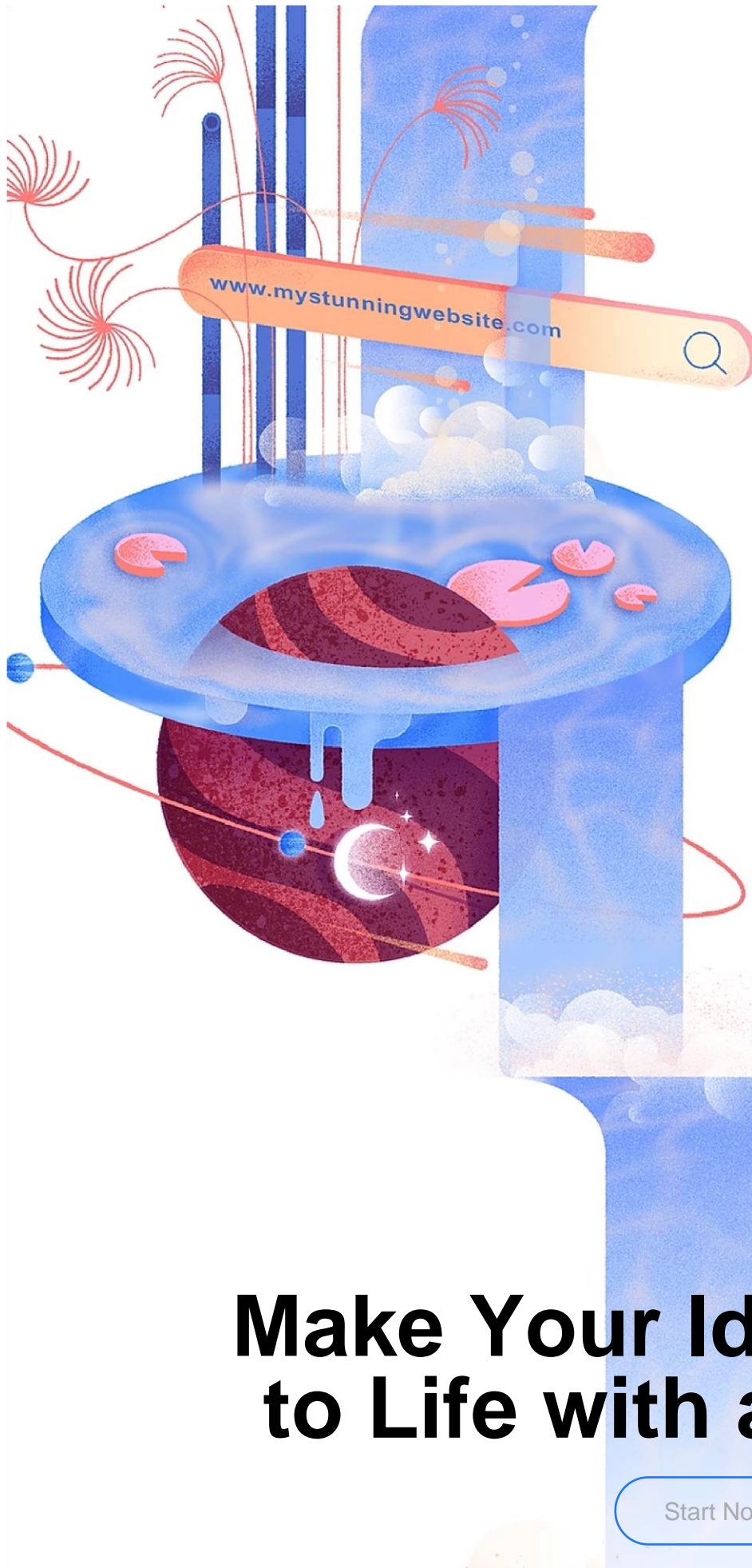
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WiX | This website was designed with Wix

Description:

Since this week's readings focus on colour, I decided to go for a colourful website that accurately displays the proper and attractive usage of colour. This website's graphics starts off with a gradient between 2 primary colours, from Blue to red, fading into Orange. This implements a nice contrast between the complimentary blue and orange colours. From here on, the entire colour scheme makes use of the split-complementary colour group of: blue, red-orange and yellow-orange. Throughout the site, the designers played with the hues for different designs as well. In my opinion, the hues of the reds and oranges range from 20% to 350%.

Since Wix is a website-building tool, they wanted to project a warm inviting atmosphere where a user can be creative and use their imagination. They successfully implemented this through the graphics they used (like the waterfall to get ideas flowing) and their usage of warm colours. "Warmer colors such as reds, oranges, and yellows stimulate the senses and elicit a sense of cheerfulness with their vibrancy."- as stated in the article by Alex Clem. Excitement, motivation and cheerfulness are some of the messages their colour tone represents.

In general, this site efficiently uses colours to get their message across and to invite users to join their community.

References:

Clem, Alex. "Guide to Color in Design: Color Meaning, Color Theory, and More." The Shutterstock Blog, 29 Mar. 2019, www.shutterstock.com/blog/complete-guide-color-in-design.

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