#11 Nine Percent of Men and One-Half Percent of Women Are Color Blind

**Embellishment:** Our textbook highlighted a fantastic point when it comes to us deciding what color we should utilize on our website to accommodate people who are color blind. I have seen so many websites that utilize many colors to make it aesthetically pleasing, which it is, but it is obvious that the designer forget to consider accessibility concerns. Therefore, I decided to dig deeper into the topic and found an article to help us understand other methods of making our websites accessible. ARTICLE: <https://www.audioeye.com/post/8-ways-to-design-a-color-blind-friendly-website/>

One of the methods that I found insightful is utilizing textures and patterns alongside the colors we decide to use, specifically when it comes to emphasizing certain objects on our website. For example, on page 25 of our textbook, a way to make figure 11.1 (map of winter driving conditions) more accessible is to also include textures and patterns when identifying the road conditions. If the roads are slippery then they could be color coded and have a pattern of swivel lines, snow covered roads could have a pattern of little dots, and so on. Our textbook did mention the utilization of a redundant coding scheme, in which textures and patterns fall into such method, but I wanted to elaborate it more clearly for all of us to understand since the textbook barely grazed the topic.

**Embellishment:** Another embellishment, which is addressed in the same article and in our HTML & CSS textbook, is the inclusion of labels and alt text. Sometimes we do not have an option on selecting certain colors due to branding reasons or the logo color scheme, therefore another tool we can use is alt text and labeling which helps users who may not visually see what is being emphasized but could understand the premise by reading or hearing those labels and alt text. This method also makes the website more accessible to other users with different impairments and it works spectacularly with screen readers.

#12 Colors Mean Different Things to Different Cultures

**Visual Example:** Our textbook didn’t really dive into how subtle shifts in tone can impact the meaning of colors, but I believe they play a huge role in shaping how we feel about a brand. Take Coca-Cola and KitKat as examples. Both websites use red, but the tone of red creates a totally different vibe.

On the Coca-Cola website, the bright red with white gives off this fresh, energetic feel. It’s bold and eye-catching, almost like it’s telling you to grab a Coke and enjoy the moment. The white adds a clean contrast, making everything pop while keeping the design simple and approachable. Meanwhile, the KitKat website has a darker red tone. Personally, it makes me think of indulging in something rich, like dark chocolate. The deeper red has this more luxurious, comforting vibe, which totally aligns with KitKat’s branding around treating yourself.

**Images Removed for Copy Right Reasons**

**Visual Example:** I have provided two images of McDonald’s establishments with different color schemes due to different demands when it comes to fast food at different locations. According to Hawken, when it comes to the red and yellow McDonald’s logo, “red triggers stimulation, appetite, hunger, and it attracts attention” while “yellow triggers the feelings of happiness and friendliness”. Recently I have been seeing the inclusion of grey to McDonald’s which bring a meaning of professionality and modernizing, therefore targeting adults in corporate jobs but also following the movement of the United States which currently is about modernizing. While in the UK, some McDonald's have acquired green to their establishment because this color brings a meaning of healthy food and depicts McDonald’s as an environmentally friendly establishment. That color scheme was chosen in the UK because that is what is popular in that location. All in all, we can utilize such strategies when deciding on what colors we should utilize for a website to depict certain messages and attract our target users.

**Images Removed for Copy Right Reasons**

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Responses to Peers

Hello Elizabeth,

Thank you for sharing some embellishments and visual examples about this week’s readings. I definitely agree with your claim of progressive disclosure being essential in web design because it absolutely makes tackling any task less overwhelming. I often apply this approach to solving problems, whether it is an algorithm challenge, a work-related issue, or any other obstacle, and it consistently proves effective. If it wasn’t for such an approach, facing any task that is long such as filling out a form where you can see all the 100 plus questions and you starting with one makes it seems so tedious and draining, but as your visual example demonstrates a grouped form, it looks less intimidating and easy to accomplish. Thank you for sharing such wonderful insights!

-Noel

Hello Robert,

Thank you for sharing some embellishments and visual examples about this week’s readings. I visited the sites you linked on your post which demonstrates websites that break the “rules” of expectations, and let me tell you, those were horrible! As you stated, who is Alving-Tang?! Also, in the *No one belongs here more than you* website, I felt like I was about to witness a crime scene. These websites definitely do not meet expectations, and it just makes the user feel strange and confused. I will also not be going back to those websites. However, I must say it made me chuckle. Great examples of what not to do, I appreciate the share, Robert.

-Noel

Hello Mikaela,

Thank you for sharing your insights and visual examples about this week’s readings. Your post is insightful, and your examples are spectacular representations of the concepts!

However, in your first example regarding the *Orivo Restaurant* website, it seems like the central vision of the site could benefit from a background switch that creates a more appealing contrast. Don’t you think? They nailed the peripheral vision, as you stated, because it definitely catches my eye and makes me hungry. However, the background, especially when viewed from a smaller perspective, detracts from the white of the welcoming message. I just wanted to point that out and see your thoughts on it. Overall, you did a phenomenal job!

Best,

Noel