Applying Colour

Module 5

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EXSM 3922: Visual Design for UI
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Perception and Meaning

"Colours present themselves in continuous flux, constantly related to changing neighbours and changing conditions."

– Josef Albers

Our understanding of a form's colour is influence by 3 main variables:

1. The type and intensity of lighting on and around the object viewed

2. Other colours on or around the coloured form

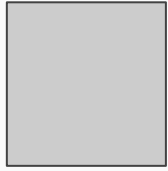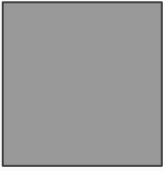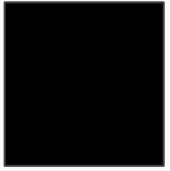3. Learned colour associations (personal and cultural)

THE COLOUR WHEEL
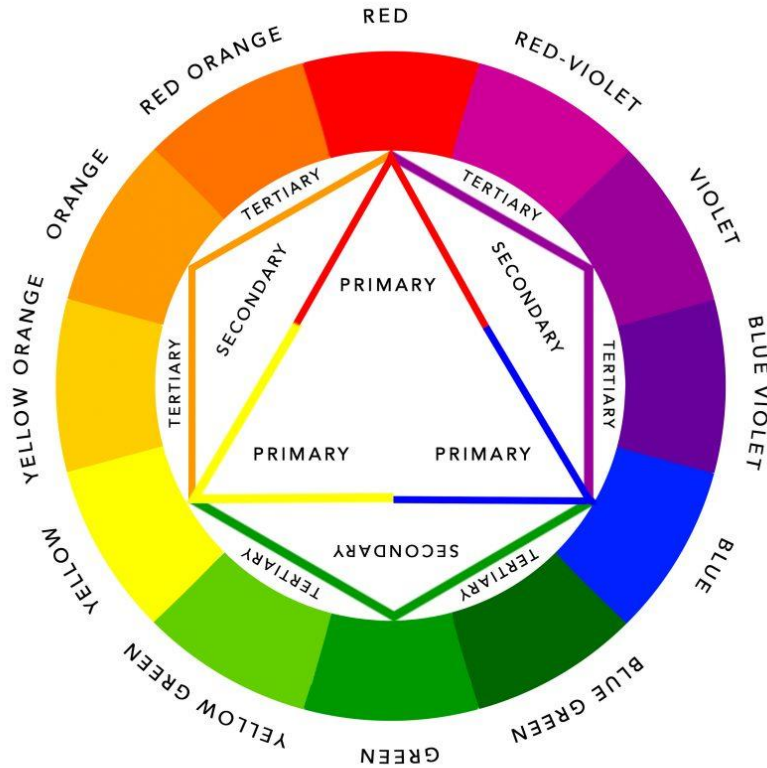
Primary
The 3 basic hues, impossible to produce by mixing others. Red, yellow, blue

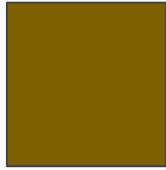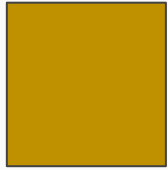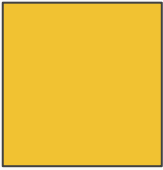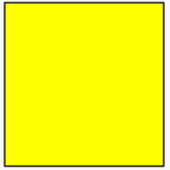**Secondary**
Combinations of mixing any two primary colours

Complementary:
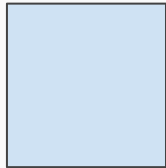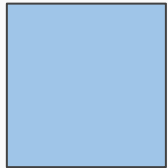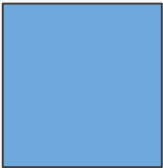Opposites in the colour wheel. For every hue there is one that is said to be its complementary
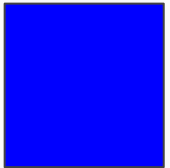
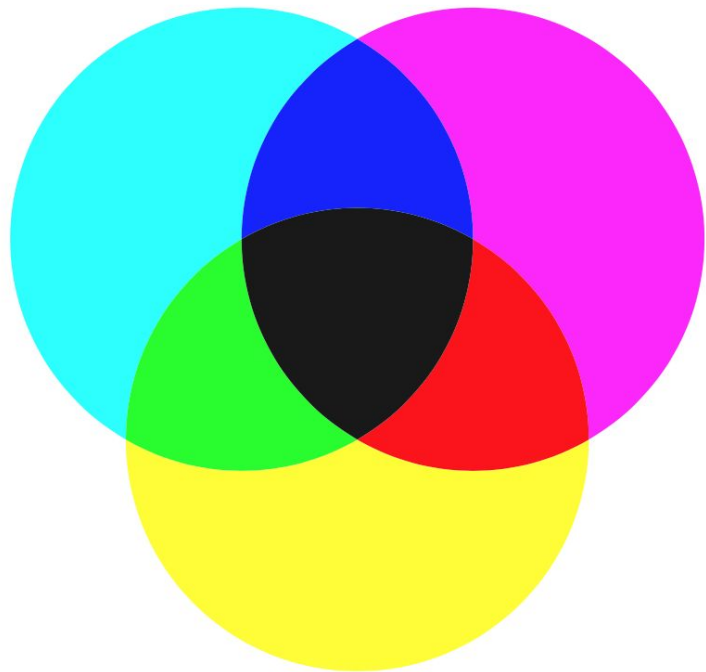**Achromatic colours**
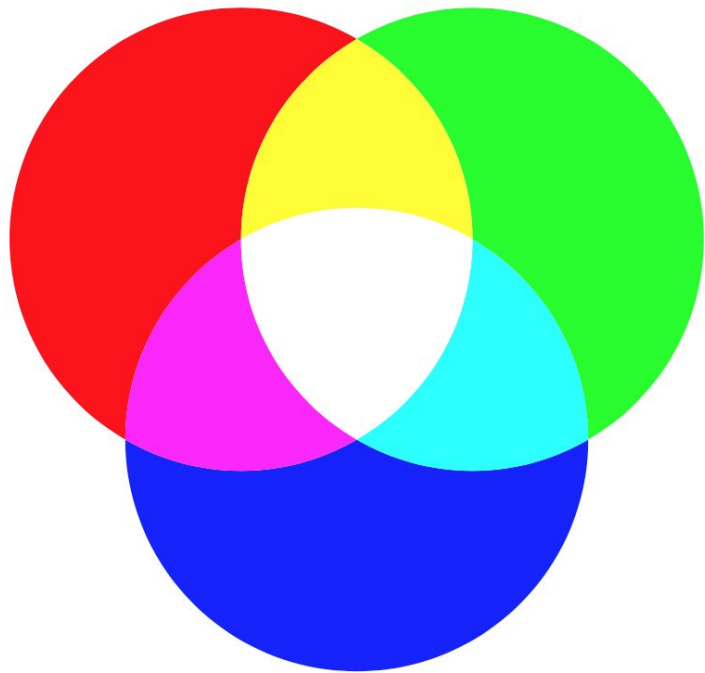Black, white and greys.

Shade
Addition of black to a hue

Tint
Addition of white to a hue

CMYK (ink: printers)   **RGB** (light: screens)

Representing Colour - HEX codes

#FF0000

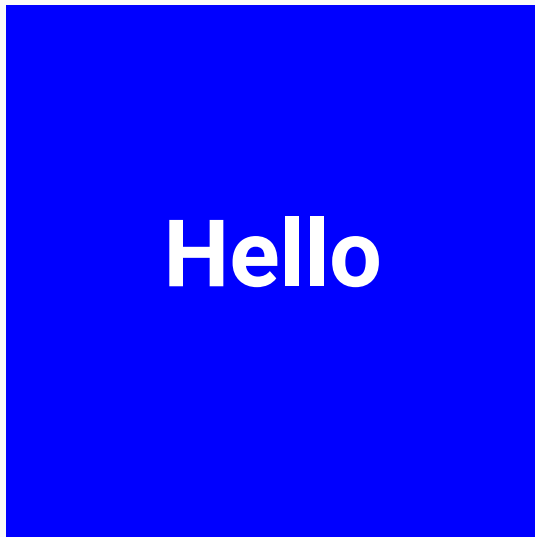rgb(255, 0, 0)

#000000

rgb(0, 0, 0)

#DBBF18

rgb(219, 191, 24)

#FF00005E

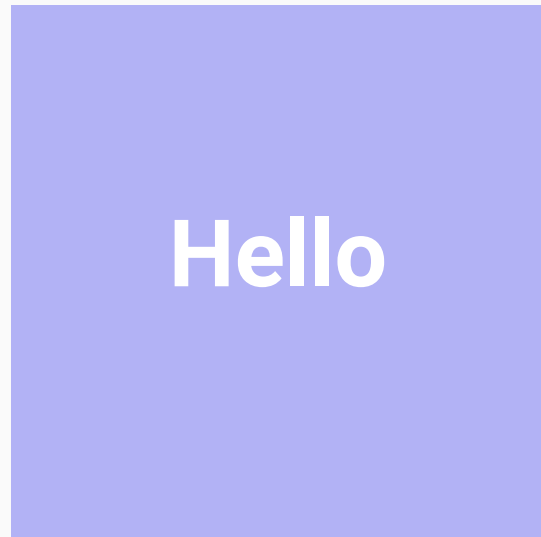← Transparency

Colour and Accessibility

Colours must have a minimum contrast ratio for text and graphic objects to meet accessibility requirements.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text (14pt) and 3:1 for large text (18 pt)

Hello

Foreground #FFFFFF
Background #0000FF

8.59:1 contrast ratio

Hello
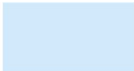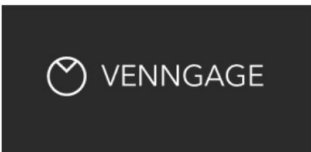
Foreground #FFFFFF
Background #B2B2F5

1.98:1 contrast ratio

Colour palettes

When designing a brand or website for a client, it is standard for the designer to provide specific colour values.

VENNGAGE STYLE GUIDE CHEATSHEET

TYPOGRAPHY

FONT SPECIMEN

Oxygen
abcdefghijklm
nopqrstuvwxyz
12345678910

HEADER TEXT WEIGHT

Aa

SUB HEADER TEXT WEIGHT

Aa

BODY TEXT WEIGHT

Aa

COLOR GUIDE

#2D95EC   #666666

LOGO VARIATIONS

VENNGAGE

VENNGAGE

VENNGAGE

Assignments

Your fifth assigned reading will dive deeper into how colour impacts perception and design decisions

For your fifth assignment, you will be choosing colour palettes for some fictional companies which are appropriate to their brand

Sources

Images

1. Venngage Branding Infographic Template (https://es.venngage.com/templates/infographics/venngage-brand-style-guide-73e591b4-c31b-4cec-89f8-b916cb4d3ec2)
2. The colour wheel (https://graphicplus.ca/colour-theory/colour-wheel/)