

# Assignment 2

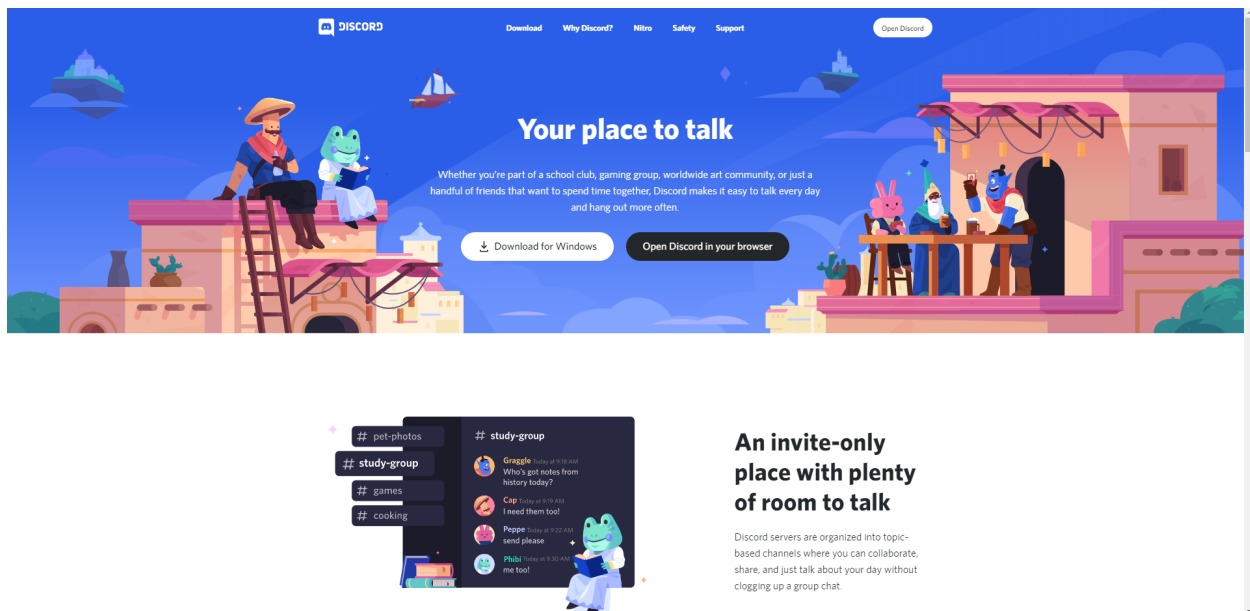
## Colour Perception

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### The good website

We have chosen Discord's website



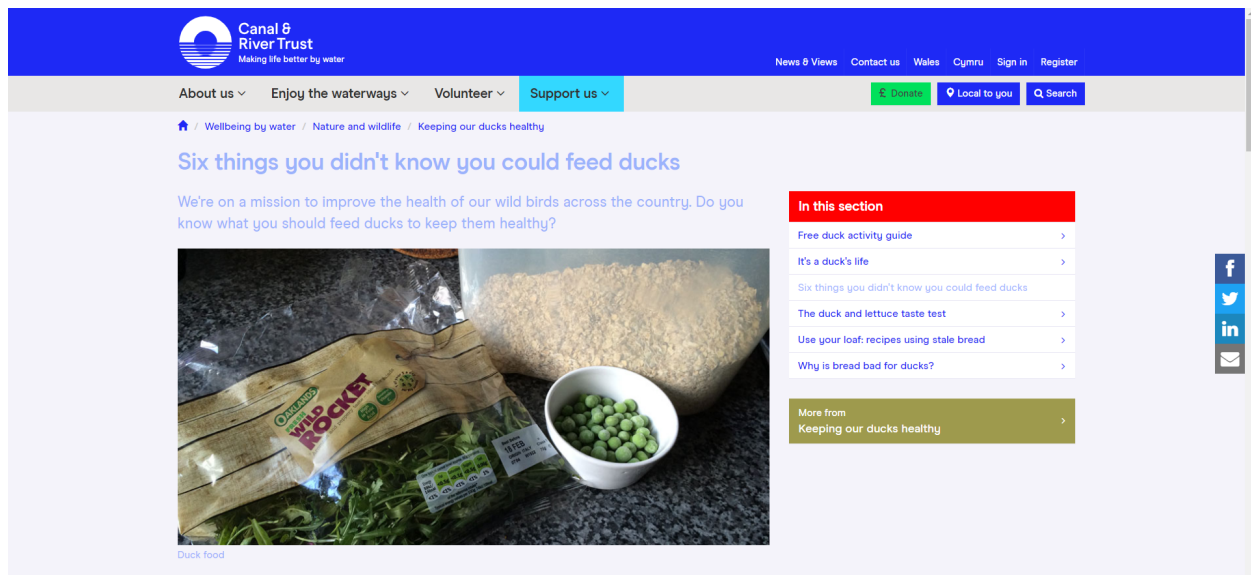
We see that Discord create an average boring, cold situation using the cold colours in the background which represents the environment in which the Discord app can be used.

The warm and vivid complementary colours are layered in front of the cold background to show which role the discord app takes on for the user. The layering has big contrast to signify the difference between a regular environment and Discord's software. We see many saturated and bright colours which represent movement and energy. This clearly shows that Discord strives to be a positive thing in an average and boring background. Furthermore, the image about a chat slightly further down the site is filled with warm colours, and even refers to the happy foreground colours from the top image.

The combination of a warm environment and the saturated colours draw our eyes towards the two download links for Discord's software.

# The bad website

We have chosen Canal & River Trust website



At first glance the red colour on the right takes our attention. This is because we have more  $L$  rods than  $M$  rods. This is already an indication that the website is bad in terms of colour, because we normally look at the left corner at first glance (which might also be the case). Furthermore, the navigation bar consists of a very saturated blue colour which will e.g. take our focus away when we try to read the heading. The heading (and the text underneath) and its lightness is in particular pale, which makes it very hard to read. We also notice that the very saturated red and blue are almost complementary colours if we consider Itten's wheel. Regarding red-green deficiency we have the saturated red and a very saturated green button which might be a problem for the people who have the deficiency.

## Website URLs

Canal & River Trust: Click [here](#). (Edited the different elements to make it a bad website)  
Discord: Click [here](#).