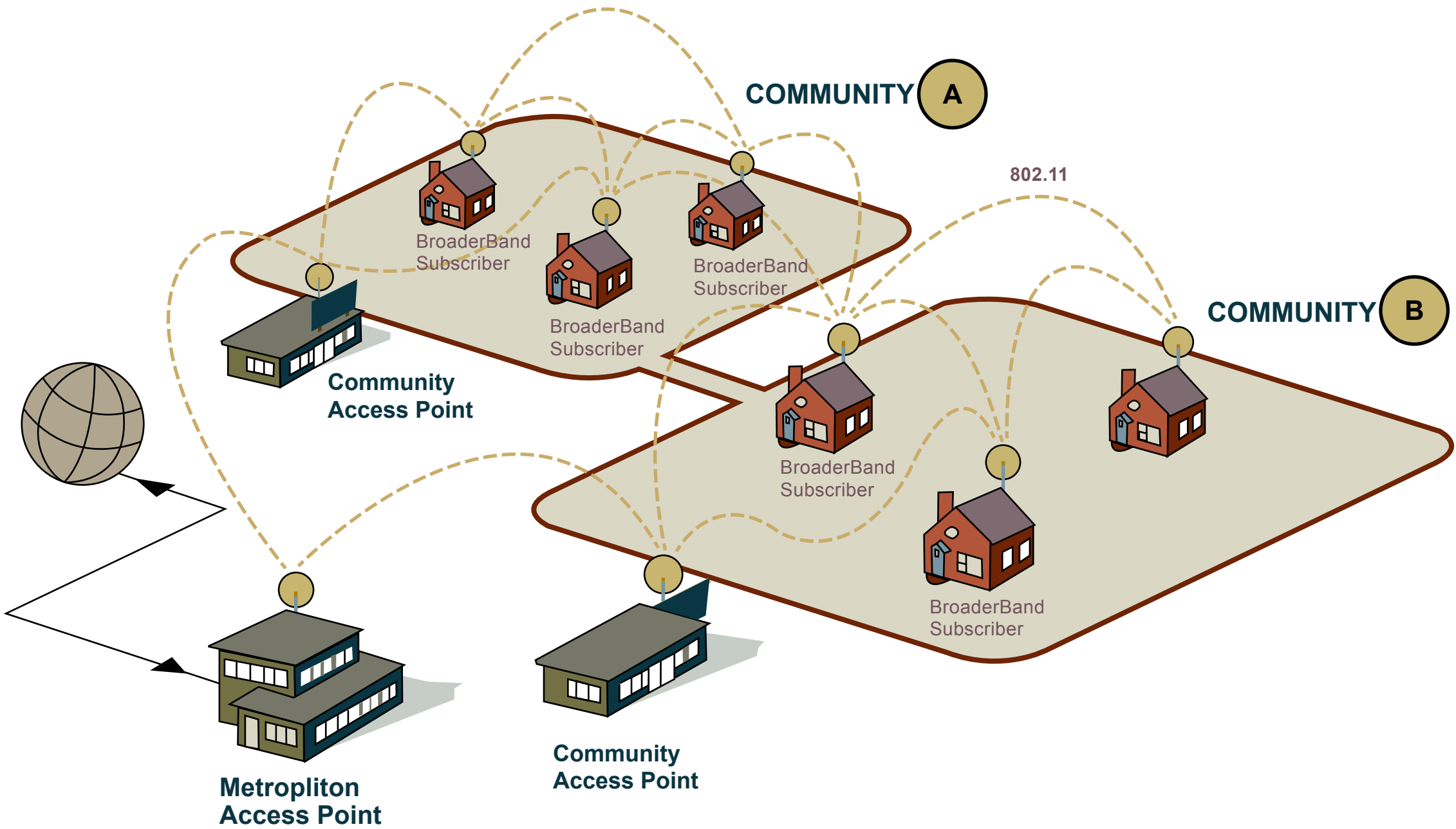


Seed Area





Hexidecimal #D94B03
CMYK (10%, 80%, 100%, 2%)
HSB (19 degrees, 98%, 85%)
rgb (217, 75, 3)



Hexidecimal #6FAD62
CMYK ((62%, 11%, 81%, 0%)
HSB (108 degrees, 43%, 67%)
rgb (111, 173, 98)



a) I guess the pink areas are coverage areas, relevant to the consumer using this broadband service. As a backdrop, the pink definitely stands out. Furthermore, the houses and the lines are not camouflaged on the pink background. Finally, the pink is a contrast to the green which is on the side of the Internet service provider. Here pink and green is contrasting the two target audiences.

b) The green buildings are as described above. From the standpoint of the household, they don't need to worry about the details of the service provider. As a computer science major, I would describe this as abstraction. They are abstracting the client away from the provider. The details on the side of the provider is not related to the details on the client. There is also a notion of encapsulation where information for a class of objects is held private to that class. For example, the globe is a detail of the provider side.

c) The title being the same color as the platform indicates that the focus audience here is the client/consumer, not the ISP. It gives a direction to which the readers will focus, "hmmmm, I focus on the pink stuff".