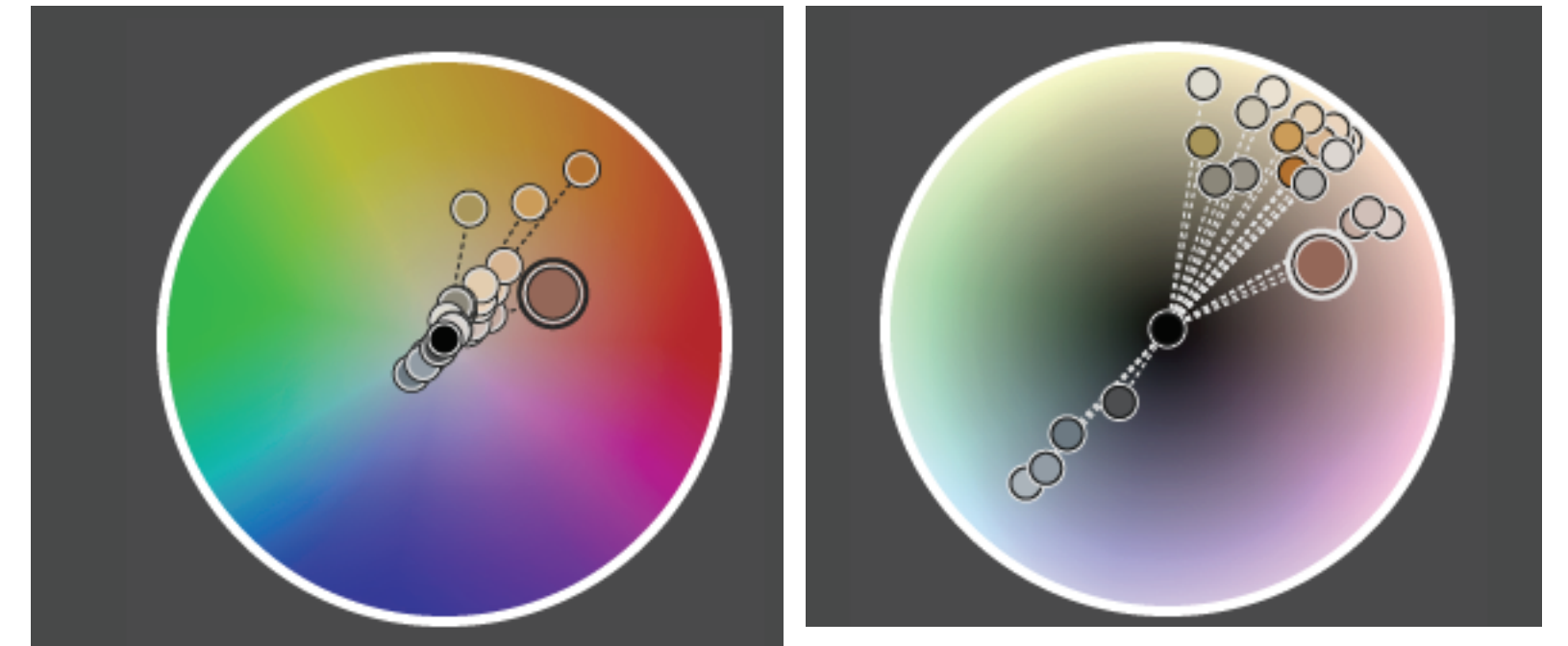


encode: each of the levels of the pyramid is encoded with a different color shade. although there are varying colors within a level, one can quickly distinguish between the layers on the basis of the color shades alone.

evoke: I don't feel that the colors are evoking something specific.

highlight: the colors of the bubbles definitely popup. I feel that the colors of the buttons made the black & white text hard to read. The bubbles are emphasized further due to the white background.

tone: the tone feels calming to me. this wouldn't be the colors used in a poster advertising a rave or a party, but it's not a depressing color either.



Color Wheel Commentary: These are definitely not triadic where there is 3 colors triangularly positioned from each other are used, not is there tetrad. I feel it is a mixture of split complementary from the Y shape for the brightness, in addition to analagous because a colors are in the upper right quadrant. The colors were "analagous" to each other I guess, in that they were all brown. The saturation is also "analagous" for this same reason. Since the brightness is a combination of split complementary and analagous, these together allow the complementary color condition to be met aswell.

Grayscale commentary: I actually like the design on grayscale more than the colored one. I don't know why. Maybe the black and white to emphasize the text. The black text inside the bubbles are slightly hard to read, but I can't imagine them being any different. Other than the possibility of changing the background color of the bubble to something lighter, such as the bubble for "twitter".