# Full Sail University

# Applied Design Tools & Interfaces

## Aesthetics - Color Guidelines

# Elements of Design

## Warm vs Cool Colors

Used as a way of classifying colors & their aesthetic effects.

Warm colors are hues from red through yellow.

Cool colors are hues from blue green through blue violet.

Color theory has associated certain effects with this contrast.
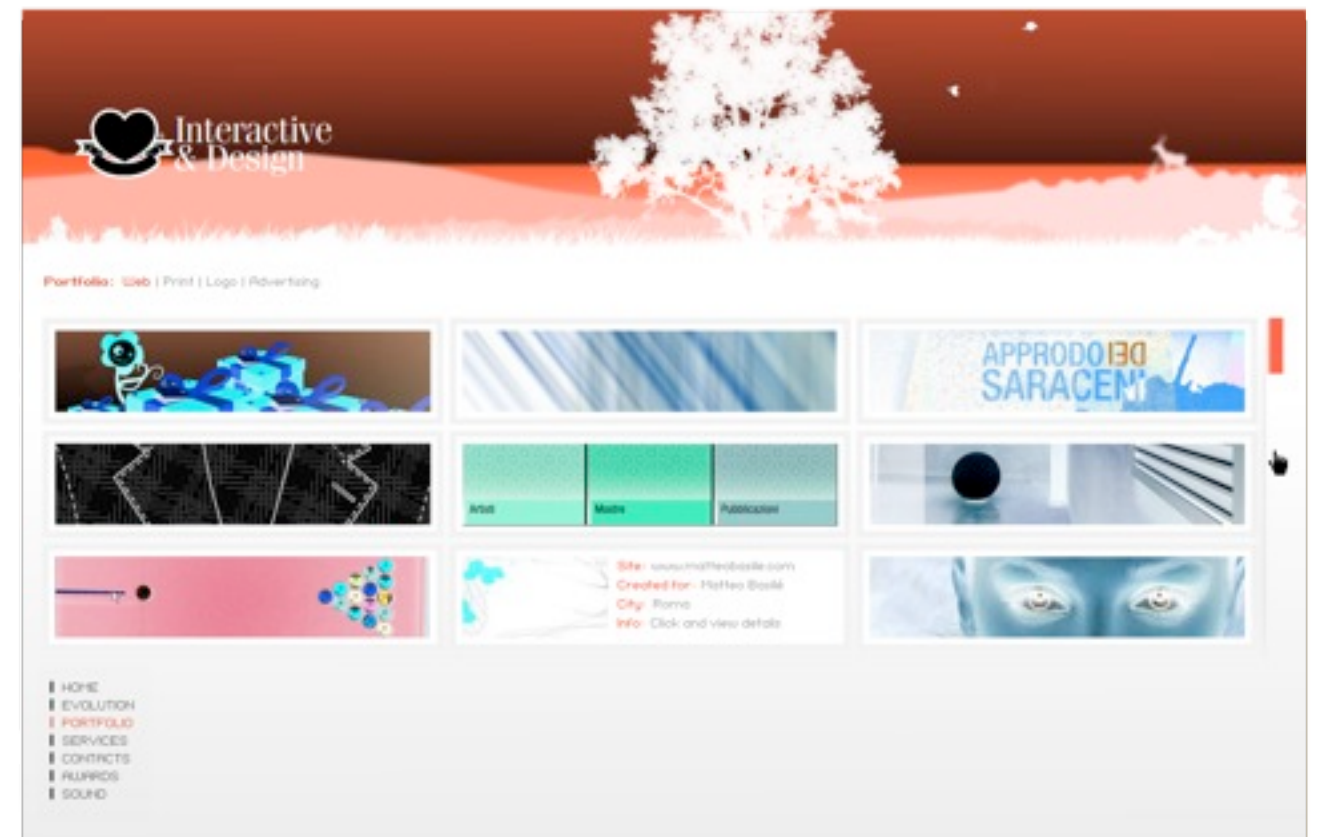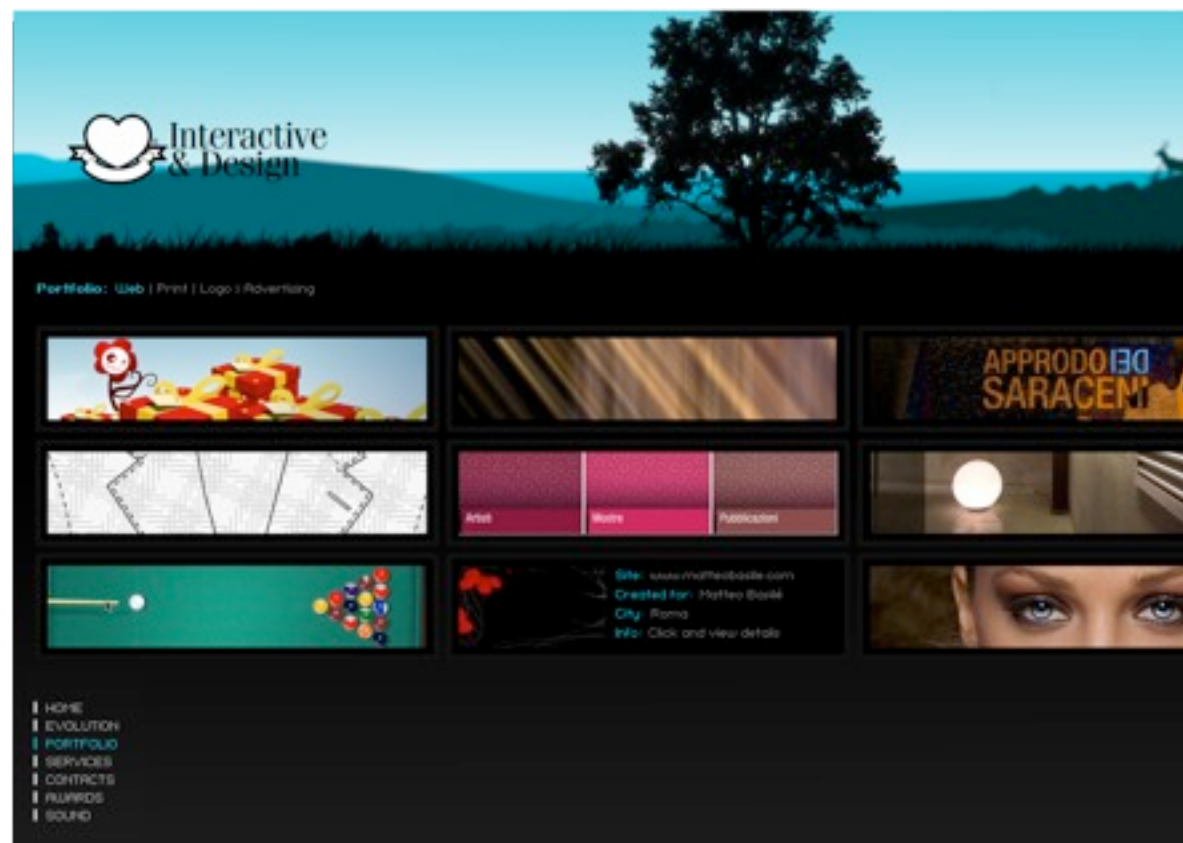
▸ Keep in mind this association is often subjective.

# Elements of Design

## Warm vs Cool Colors

Used as a way of classifying colors & their aesthetic effects.

▸ When creating moods keep in mind the difference between warm & cool.

# Elements of Design
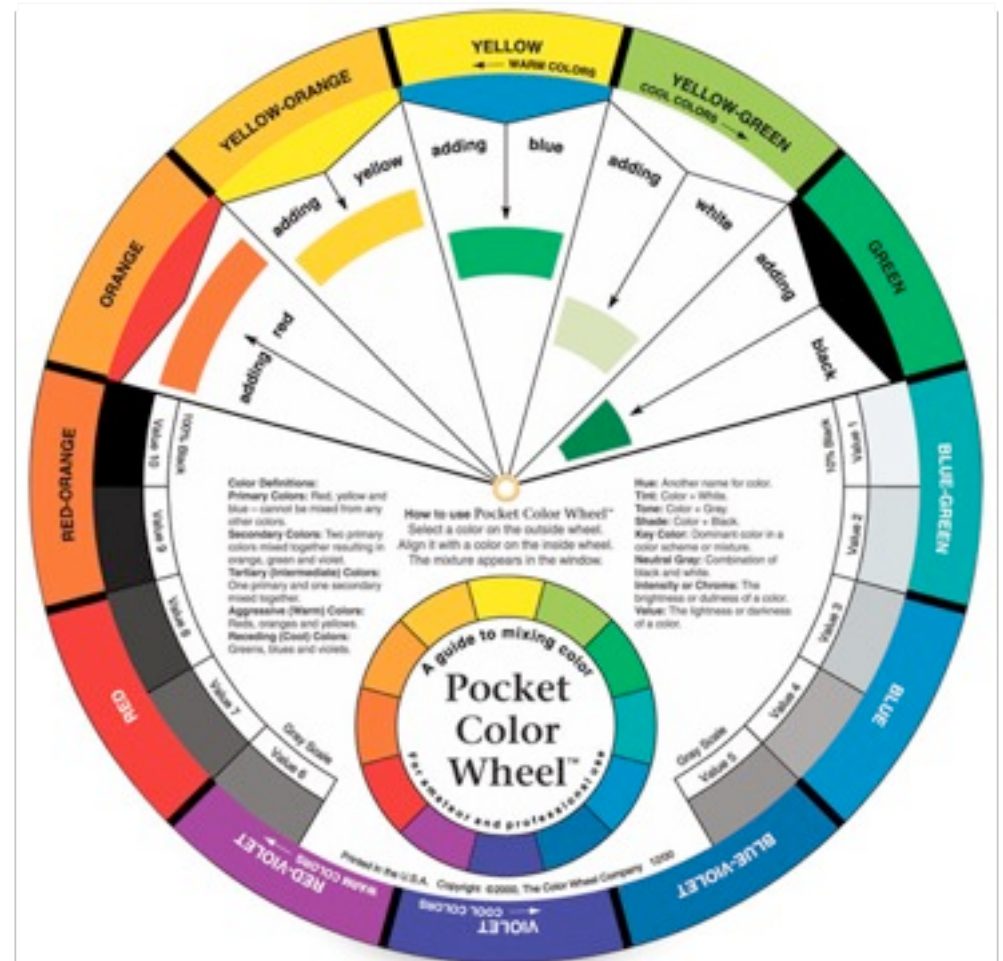
## General Color Guidelines

Useful concepts to keep in mind.

Put dark backgrounds against light foregrounds or vice versa.

Dark colors tend to recede, light colors tend to pull forward.

Never use red vs green as a critical color distinction.
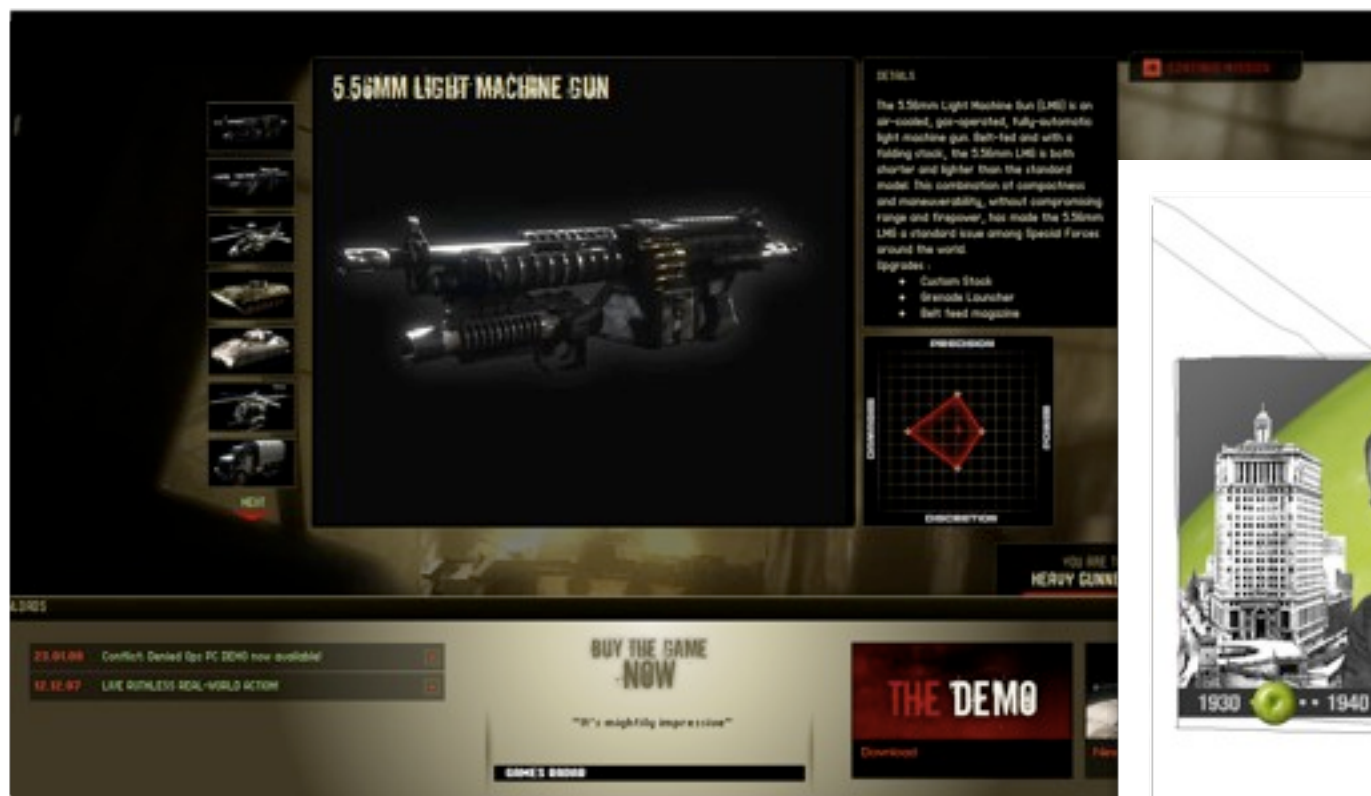- 11% of the population is color blind.

# Elements of Design

## General Color Guidelines

### Dark vs Light Backgrounds

▸ Dark background's tend to be generally more somber in their aesthetic value.

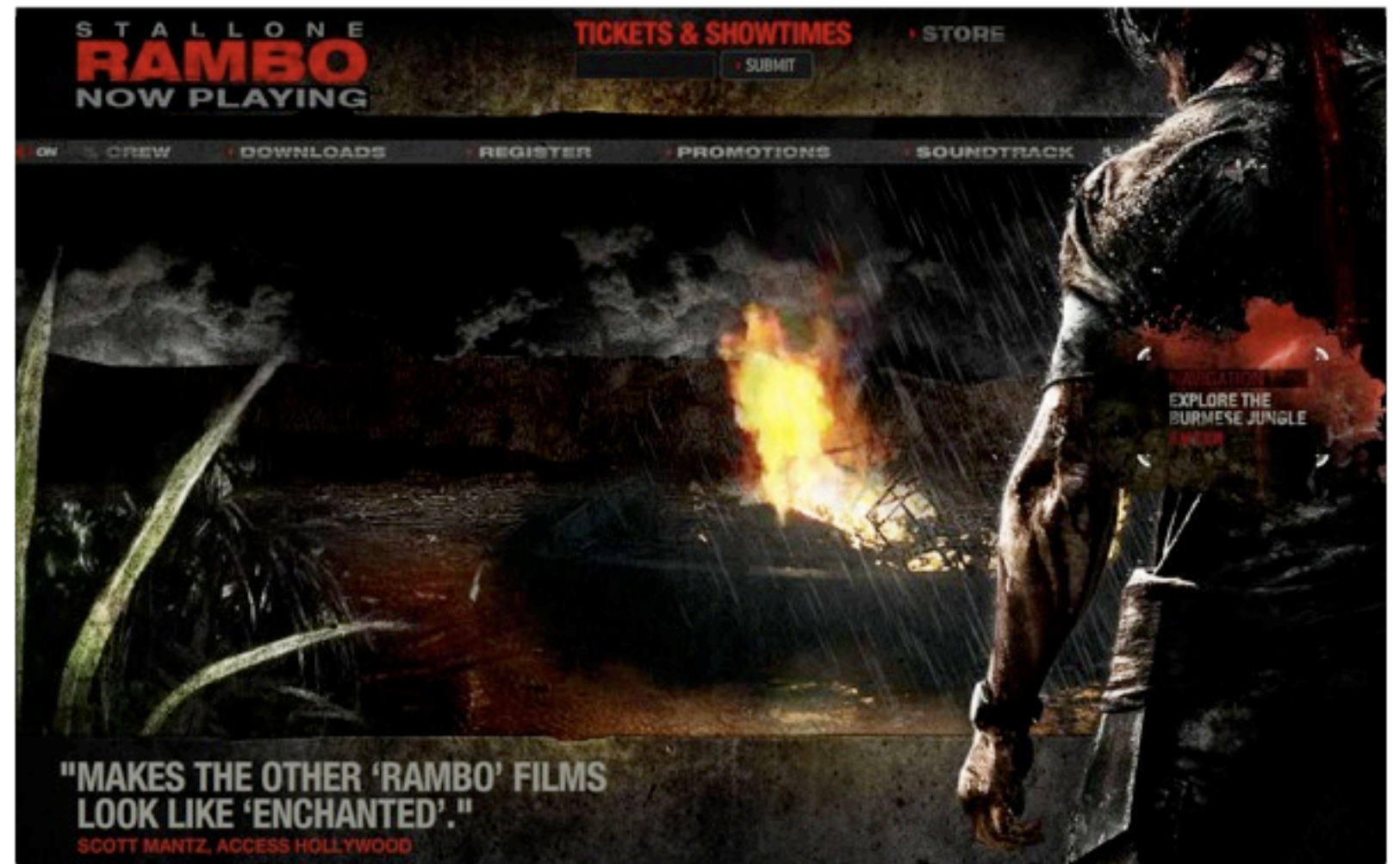▸ Light backgrounds tend to be generally more professional in nature.

# Elements of Design

## General Color Guidelines

High vs Low Contrast

High contrast between background and UI elements tend to evoke strength, tension or boldness.

▸ Low contrast tends to evoke a more relaxed mindset.

# Elements of Design

## General Color Guidelines

Saturated vs Unsaturated Colors

Highly saturated colors evoke energy & excitement

- ▸ when overused can tire the eyes.

Unsaturated colors evoke a more

relaxed, calm mindset.