

# COLOR WORKSHEET - part 1

Use this worksheet as a tool to explore the use of color in an infographic. It is intended to help you look closely and notice things that aren't immediately obvious.

## USES OF COLOR—T.E.A.C.H.

T = tone



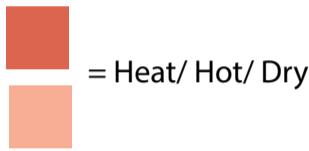
The tone of the infographic seems moot and urgent because of the overt use of red which usually reminds me of an emergency or alert sign.

E = encode

The encoding of this infographic feels dry and hot because of the use of red and fiery pink that fills up most of the infographic and reminds me of a hot desert. There are some blues that cool things down though.

A = associate

Deserts and drought are associated with sand, heat, and sunlight which are hot colors/ shades of red, so they feel appropriate for this infographic



= cool/ water/ humid

C = cluster, contain

Different shades / clusters of color have been used to separate out components—the top map uses many shades of blue and red, whereas the bottom one is made up of predominantly one shade

H = highlight

Contrasting shades of colors are used to make differences in water availability "pop" out to the user. Pale blue stands out strongly to red on the bottom left map to identify river streams.

## QUALITIES OF COLOR

Make a square for each color in your infographic. To find the H S & B values for each color, click on the square, then click on the fill color box in the tool panel. This will open the Color Picker dialog box. Look for the H S & B values. Use the H value to place each color on the hue circle below, then use the S & B values to place them on the brightness/saturation grid.

## COLOR REPRESENTATION

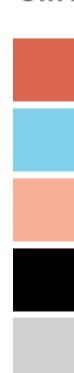
HSB



RGB



CMYK



hue

saturation

brightness

9 63.6 86.27

193.71 45.26 90.98

15.15 39.92 97.25

0 0 0

220 1.42 82.75

R G B

rgb(220, 101, 80) #DC6550

rgb(127, 208, 232) #7FD0E8

rgb(248, 174, 149) #F8AE95

rgb(0, 0, 0) #000000

rgb(208, 209, 211) #D0D1D3

C M Y

#

K

cmyk(0, 0.541, 0.636, 0.137)

cmyk(0.453, 0.103, 0, 0.09)

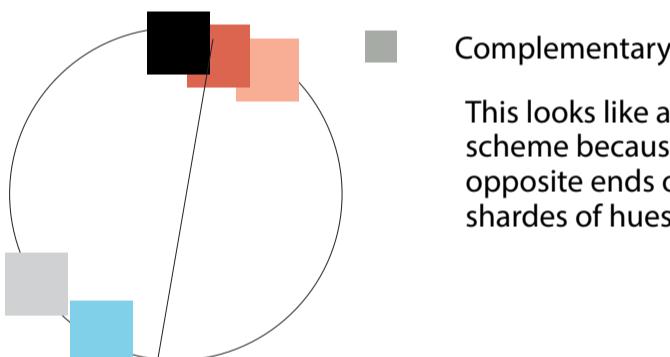
cmyk(0, 0.298, 0.399, 0.027)

cmyk(0, 0, 0, 1)

cmyk(0.014, 0.009, 0, 0.173)

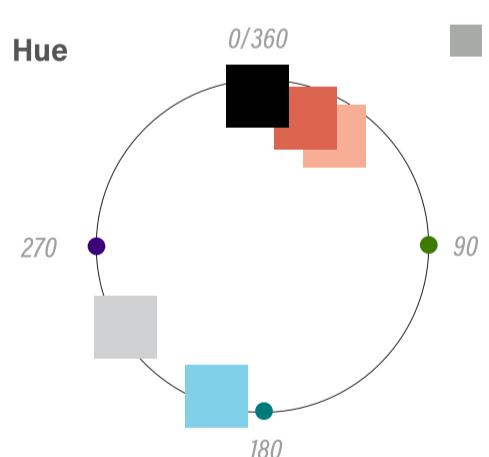
## COLOR HARMONY

Place colored squares on the color wheel as you did in the "hue" section...



Complementary

This looks like a complementary color scheme because the colors chosen are from opposite ends of the color wheel/ opposite shades of hues



## COLOR WORKSHEET - part 2 (sample)

Use this worksheet as a tool to explore the use of color in an infographic. It is intended to help you look closely and notice things that aren't immediately obvious.

### COLOR INVENTORY - SCREENSHOTS

Find examples of all the colors and color combinations (background-foreground) for text, lines, graphic elements and backgrounds.

**background color(s)** place an image of your entire infographic here



The background color is white.

**text color(s)** find examples of all the colors used for text, and all of the background colors for each text color. Recall that the contrast between the value of the text and the background is important for legibility. If you find low contrast, note whether the text is exceptionally large or bold to help keep it legible.

add notes for each (e.g. "white text on dark gray")

Water diversion projects

Black text on white

3.6

Black text on red

500

Black text on blue

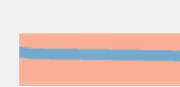
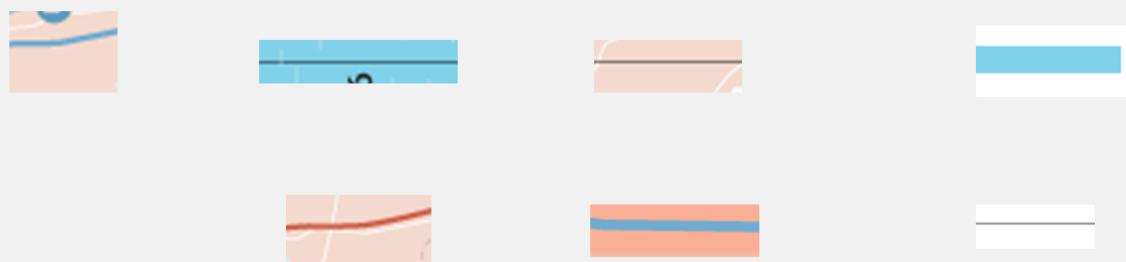
Nanyang Lake

Blue text on red

SHANDONG

Red text on red

line color(s) find examples of all the colors used for simple lines (pointers, separators etc.), and all of the background colors for each line color.



**graphic color(s)** find examples of all the colors used for graphic elements other than lines (e.g. icons, data bars or points, call-out boxes). Organize them by color and label the sections "uses of gray", "uses of blue" etc.

uses of  
<replace this with the name of the color>

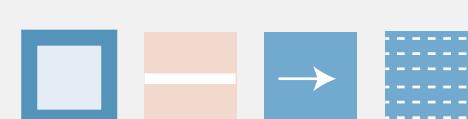
White has been used for icons, and detail like roads on a map and direction on a water diagram



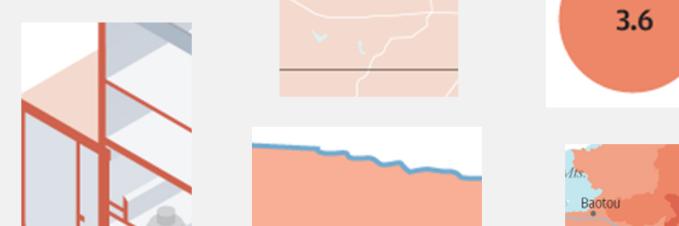
Gray used in place of missing segments on a circle and unimportant details on a house.



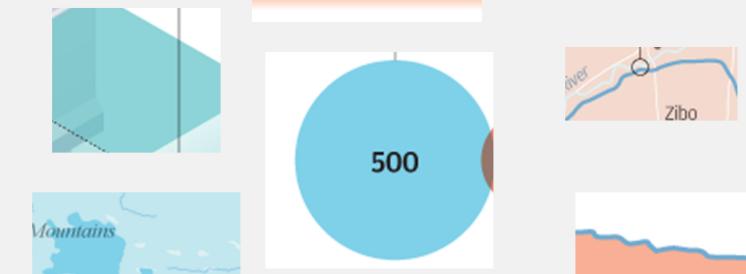
Duplicate these blocks and color them to correspond to the foreground/background colors in your infographics



Red used for map backgrnd, structural details, text, give affect of drought, and on circles for data purposes.



Blue has been used for map bckgrnd, data purposes, and for showing water by acting as a contrast to its red backdrop



## COLOR WORKSHEET - analyzed infographic

Paste a copy of your infographic below and paste the URL here

