COLOR WORKSHEET - part 1 (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.

USES OF COLOR—T.E.A.C.H.

T = tone

The tone or mood of this infographic feels bright and energetic to me, but also orderly and calm (because there aren't bright colors competing with each other).

E = encode

I see two places where color encodes:

In the rings around the bulbs: = heat   = light

In the bars at the bottom: = bulb died   = bulb is working

A = associate

Yellow and white are associated with light and energy so they feel appropriate for this infographic.

C = cluster, contain

I don't see anywhere on this infographic where blocks of colored background are used to group or cluster elements in the infographic.

H = highlight

I don't feel like any one color is making things stand out, but the combination of white and black lines make the bulbs stand out.

COLOR REPRESENTATION

HSB

	hue	saturation	brightness
	46 degrees	60%	100%
	59 degrees	0%	100%
	107 degrees	2%	67%
	120 degrees	1.18%	0%

RGB

	R	G	B	
	255	221	102	#ffdd66
	255	255	255	#ffffff
	167	171	166	#a7aba6
	84	85	84	#545554

CMYK

	C	M	Y	K
	1%	11%	72%	0%
	0%	0%	0%	0%
	36%	27%	32%	0%
	64%	67.92%	56.12%	31.45%

COLOR HARMONY
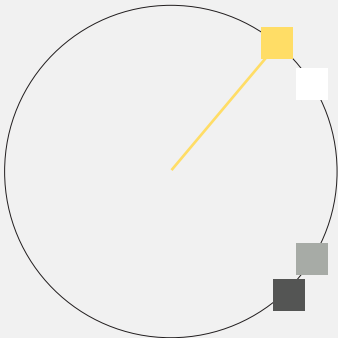
Monochromatic

This looks like a monochromatic color scheme. The grays and whites have so little saturation that they appear colorless, so I'm not including them when I look for where the colors fall on the color wheel.

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 Colo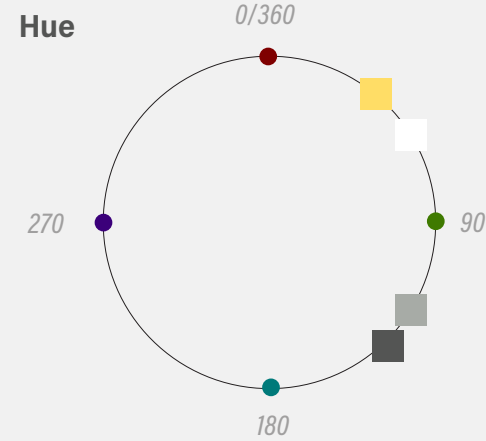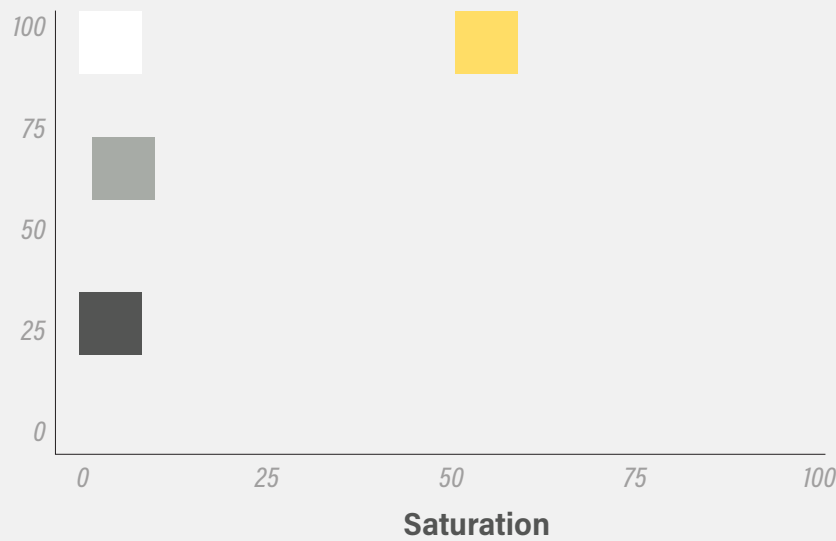r Picker dialog box. Look for the H S & B values. Use the H value to place each color on the hue circle below, then use the S & B values to place them on the brightness/saturation grid.

Hue

0/360
270
90
180

Brightness/Value

100
75
50
25
0

0 25 50 75 100

Saturation

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
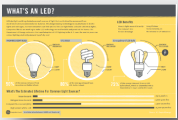
The primary background color is yellow, but the header uses a dark gray background

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.

WHAT'S AN LED?   *white text on dark gray*
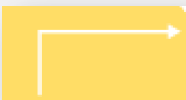
dark gray text on lighter gray   *dark gray text on yellow*

CFL BULB   **LED Benefits**

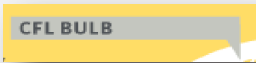*white text on yellow - low contrast, but only used with very large text*

90%

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).
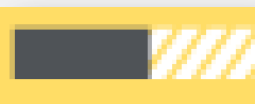
uses of gray

uses of black (dark gray)

uses of white

uses of yellow & white texture

uses of gray spotted texture

COLOR INVENTORY - RE-CREATIONS

background color(s)

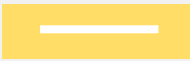**text color(s)**   *2 text colors, 3 background colors*
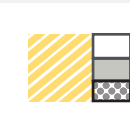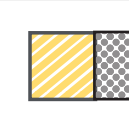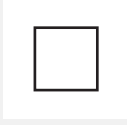
text
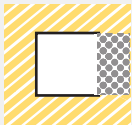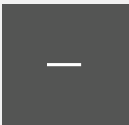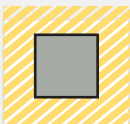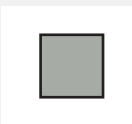
text   text

text

line color(s)   *2 line colors, 3 background colors*

2 line colors, ~3 background colors (one is really a background texture created with the other 2 colors)

graphic color(s)   *3 solid graphic colors, 2 colored textures. All sometimes have a black outline. All occur on different backgrounds or touching different colors.*

COLOR WORKSHEET - analyzed infographic