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Color, Sound and Motion

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Colors, Sounds, and Motion

According to The Washington Post, “Facebook is blue because Zuckerberg is color-blind: According to a 2010 profile from the New Yorker, Facebook’s main color is blue because Zuckerberg has a red-green color blindness”(Tsukuyomi, 2012). Almost all of us have saw Facebook logo at some point in our lives. The Facebook color and in-app design are blue, the main reason is that the inventor of the app has color blindness. Facebook also invented many different apps based on this and achieve high ranking with billions of users all around the world. It not only helps Zuckerberg but also helped people with color blindness.

Lets talk about the UI/UX design of this app. The log of the app is indeed blue, and it has dark blue and white theme inside the app. Blue is the decent choice of choosing color, it not only attracts user attention, but it also helps them to achieve their goals. For example, most of the social media apps have ‘verified user’ icon, which is gained by distinguish presence in the app. This verified user attracts people attention quickly rather than their names. The first thing we see on our phone screens are the color blue. This icon is small in size but grabs almost every user attention, which not only make the verifies user trusted but also help them to get more fame.

After reading article about the color scheme, my thinking perspective have been changed. I never paid attention to colors before, now every app or every program I used, I automatically starts noticing the color scheme and starts thinking about different options of changing it. I am thinking to use mostly light green color scheme with different pattern in my creation. Even if, I am not satisfied with green, I will have blue as a second option. I want to serve the users affectively and thoroughly, by focusing on my color schemes.

According to my observations, a user experiences a lot of sounds in their daily lives. Starting from the sound of an alarm either on phone or other smart devices. While typing on keyboard, a user can hear a noise too. Upon using an app, a user can hear a lot of noises. When a user, power on their devices, either android or apple, there is a startup sound showing that the device is on. For example, a user can also hear sounds while using an app. Tiktok is a popular app these days. It not only provides sounds within the app but also shows a short video with either music or sound of other users. Likewise, Facebook has its own build in sounds for different things, from liking a post to publishing things on Marketplace, Facebook allows a user to hear different kinds of sounds that shows the user have done something. Similarly, while using laptop or any other device, if we enter something wrong(password), the device shows the failure along with failing sound.

After thinking and researching about sound and color, I have my own perspective of how effective a color and sound is in user’s life. According to Toptal, “In UX design, sound design is important because sound amplifies visual components in 1) providing feedback of a user action or system status, 2) building context and understanding of a use case, 3) drawing attention to important information, such as a warning or opportunity, and 4) establishing brand personality” (Foureaux, 2018). Thus, sound plays a vital role in UI/UX designs.

I have found out that there are two types of limiting sections i.e. Section 508 and WCAG 2.0. These two things apply differently on different people depending on their status such as government or private. According to the author of UX design, “These include reducing motion, limiting popups or unexpected flashes, and easiest of all, ensuring adequate color contrast” (Shankar, 2019). Thus, every programmer is free to program their websites but limited to the rules to follow.

Citation

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