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Module 1.1 Discussion Board

**Colors Mean Different Things to Different Cultures**

The reading from 100 Things Every Designer needs to know about People included a section named “Colors Mean Different Things to Different Cultures”. It discussed the importance of considering your audience when choosing colors for a visual presentation. The following link is to an article that discusses how colors can have similar meanings or invoke similar feelings globally but they can also represent vastly different emotions, meanings, or feelings. This shows why it would be very important to do your research before choosing colors for visual work.

<https://www.shutterstock.com/blog/color-symbolism-and-meanings-around-the-world>

This next link is an article devoted to the difference in language when it pertains to colors. Not all languages divide colors into the same categories. Some languages do not differentiate between colors the same as other languages. For instance, after living in a Candoshi village located in Peru, French anthropologist Alexandre Surralles discovered their language doesn’t have specific words for colors although they did have phrases or words which could be used to represent colors in different settings. Colors hold varying degrees of importance and elicit different reaction levels in different cultures.

<https://www.sapiens.org/language/color-perception/>

**There’s a Special Part of the Brain Just for Recognizing Faces**

The section in the reading titled “There’s a Special Part of the Brain Just for Recognizing Faces” discusses using faces to “grab attention and evoke an emotional response” (Susan M Weinschenk, 2020). The following two links display articles that mention studies that support the idea that sales go up from websites and social media pages that use human faces to grab the attention of prospective customers. Human faces are purported to increase the trustworthiness of sites.

<https://vwo.com/blog/human-landing-page-increase-conversion-rate/>

<https://visiondigital.co.nz/the-power-of-using-faces-on-your-website/>

# References

Susan M Weinschenk, P. (2020). *100 Things Every Designer Needs to Know about People 2nd Edition.* New Riders.