

ORIGINALLY CREATED BY: LEE SUZANNE JORDAN, COLOR NERD

WHY COLOR MATTERS

AND HOW TO USE IT TO MAKE THINGS AWESOME

LEE JORDAN IS A SENIOR WEB DESIGNER
AND A COLOR NERD.



QUALIFICATIONS



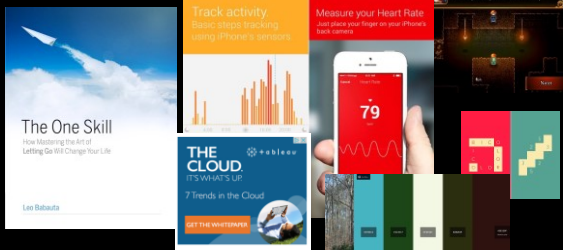
Design > Development > Design

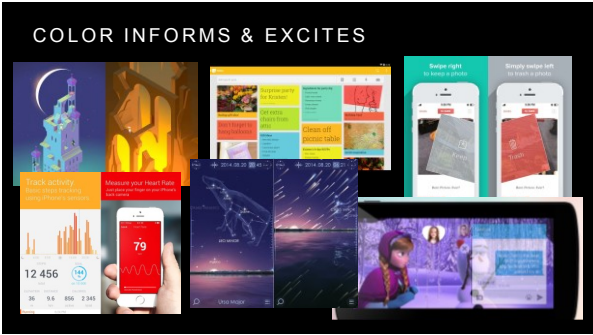


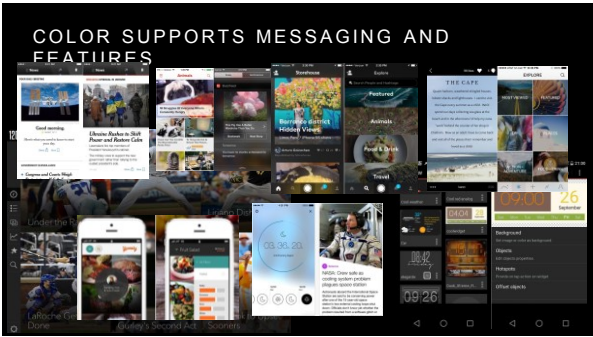
WHY DOES COLOR MATTER?

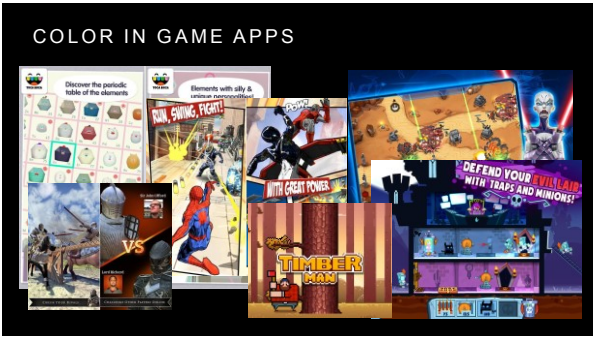
WHY DOES COLOR MATTER TO YOU?

COLOR SUPPORTS THE STORY







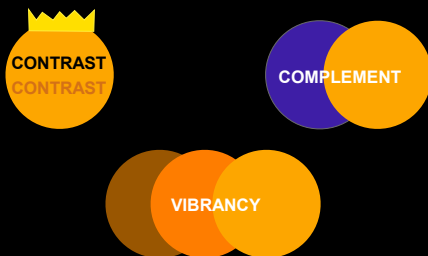


WHAT DRIVES YOU CRAZY ABOUT COLOR IN WEBSITES OR APPS?

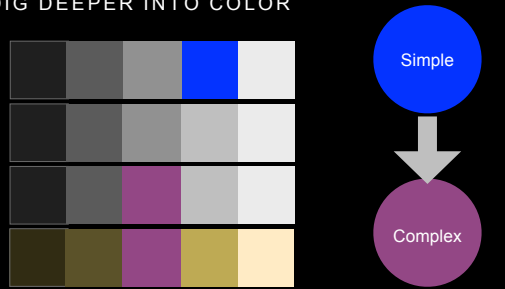
WHAT WILL IT TAKE FOR ME TO GET YOU TO USE COLOR AWESOMELY TODAY?



COLOR THEORY = HOW COLORS INTERACT



DIG DEEPER INTO COLOR




Simple


Complex

THREE EASY WAYS TO CHOOSE COLOR


TRIAD



Compound



Analogous




Yellow Blue Red

Yellow Blue Purple


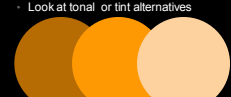
Yellow Orange Red

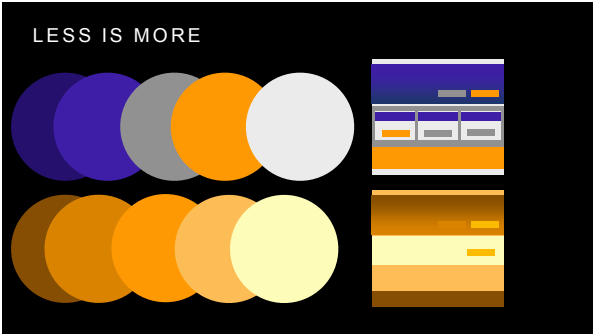
COLOR RUT?

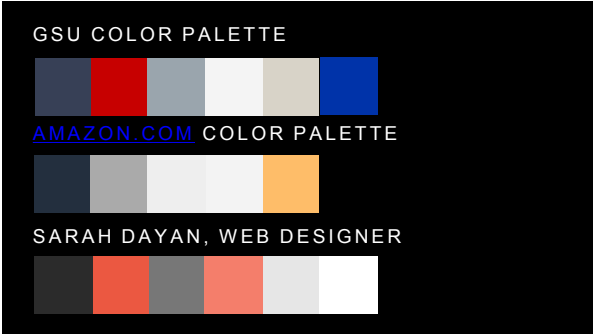
· Explore the archenemies / complements

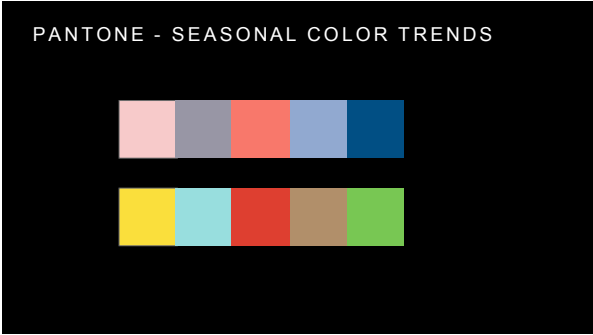


· Look at tonal or tint alternatives









USE COLOR PICKER & THEME TOOLS

CHISTNUT #D9534F 219, 83, 79	RAZMATAZZ #E61E7E 230, 30, 12	SUNSET #F06A47 248, 71, 71	WAX #F9C99B 241, 199, 78	CABARET #D9534F 219, 83, 79
BASICAL #E61E7E 230, 30, 12	SHUFF #D9534F 219, 83, 79	RESECCOMPLE #E61E7E 230, 30, 12	HONEY #F06A47 248, 71, 71	WESTFUL #D9534F 219, 83, 79
DEW #D9534F 219, 83, 79	ALICE #D9534F 219, 83, 79	ROYAL #D9534F 219, 83, 79	SPRAY #D9534F 219, 83, 79	MEDIUM #D9534F 219, 83, 79

GOOGLE SAYS MID-RANGE DARK

- The Google Material guide suggests using the 500 range of its color palette for primary app colors and other tones and tints as accents

Red 500 #F44336	Pink 500 #E91E63	Purple 500 #9C27B0
100 #FF8A65	100 #FF8A65	100 #FF8A65
200 #FF5722	200 #FF5722	200 #FF5722
300 #FF175D	300 #FF175D	300 #FF175D
400 #FF0000	400 #FF0000	400 #FF0000
500 #F44336	500 #F44336	500 #F44336
600 #FF175D	600 #FF175D	600 #FF175D
700 #FF0000	700 #FF0000	700 #FF0000

THERE ARE ONLY REALLY THREE COLORS (FOR SCREENS ANYWAY)

- Red
- Green
- Blue

0 - 255, none - full.

0 255

R

G

B

WHAT IS RGB?

- RGB, also can use RGB(a) for transparency
- (0 = none, 255 = 100%/full)
- 3 Sets of numbers, range of 0-255
- RGB(a) - add a 0-1 range for alpha
- Base 10
- impresses the pointy haired types

Red: 00
Green: 136
Blue: 255

Hey

```
<p style="
color:rgba(0,136,255,1);
">Hey</p>
```

WHAT IS HEX?

- HEX (Hexadecimal) (0=none/black, f=full/light)
- 6 alphanumeric characters
- shorthand - 3 repeats if 2 digit values repeat (#08f for #0088ff)
- Base 16

Red: 00
Green: 88
Blue: ff

Hey

```
#0088ff = rgba(0,136,255,1)
<p style="color:#0088ff;">Hey</p>
```

CSS COLOR PROPERTIES FOR ELEMENTS

- **color** - used for the color of text
- **background-color** or **background** - for a div or other element
- color inherits!
- example: `#myDiv{color:#0088ff; background-color:#f2f1f1;}`

WHICH FORMAT? HEX VS. RGB(A) VS HSLA

- RGB(a) or HSLA if you will be animating or using transparency
- Hex is the old standard
- HSLA is easy if you are only working with other developers and like making designers cry in public
- HEX is PART OF the RGB spectrum

ANOTHER COLOR EXAMPLE

CSS

```
body {color:#ffffff;}  
.myText {color:#c70000;}
```

HTML

```
<p>This text is white.</p><p class="myText">But this text is red.</p>
```

Outputs: This text is white. But this text is red.

ORGANIZE CSS COLOR PROPERTIES

Create a theme section at the top of your main CSS file

```
/****** text colors *****/  
  
// main color  
body {#333333;}  
  
// secondary color  
h1,h2,h3 {#0088ff;}  
  
// link color  
a{#c70000;}  
  
// hover or active link color  
a.link,a:hover {#ff0000;}
```

WAIT A MINUTE - INHERITS?

CSS

```
h1, h2, p, div { color: #febd69; } div {background-color:#2f1f1f;}  
p {color: #333333;} p a.link { color: inherit; text-decoration:none;} a{color:#c70000;}
```

HTML

```
<div><br>Inheritance is fun. <p>I am a random block.</p> <a  
href="#"><p>woohoo Link!</p></a> <br>With some more text here. Lookout a <a  
href="#">Text Link!</a><br></div>
```

INHERIT EXAMPLE RESULTS

Inheritance is fun.

I am a random block.

woohoo Link!

With some more text here. Lookout a **Text Link!**

ADJACENT SIBLING SELECTORS!

- Selects all elements which are adjacent siblings a specified element.
- Siblings must have the same parent element.
- Adjacent = just after/immediately following
- Select all <p> elements that are just after <div> elements:
 - div + p {background-color: #0088ff;}

ADJACENT SIBLING SELECTORS: RESULT

CSS

div + p {background-color: #0088ff;}

HTML

<div><p>Paragraph 1 in the div.</p><p>Paragraph 2 in the div.</p></div><p>Paragraph 3. Not in a div.</p><p>Paragraph 4. Not in a div.</p>

Output:

Paragraph 1 in the div.
Paragraph 2 in the div.
Paragraph 3. Not in a div.
Paragraph 4. Not in a div.

SIBLING SELECTORS!

- General sibling selector: selects all elements which are siblings of a specified element.
- Select all <p> elements that are siblings of <div> elements:
 - div ~ p{background-color:#0088ff;}

SIBLING SELECTORS: RESULT

CSS

div + p {background-color: #0088ff;}

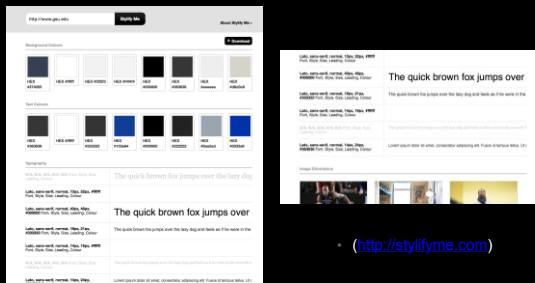
HTML

<div><p>Paragraph 1 in the div.</p><p>Paragraph 2 in the div.</p></div><p>Paragraph 3. Not in a div.</p><p>Paragraph 4. Not in a div.</p>

Output:

Paragraph 1 in the div.
Paragraph 2 in the div.
Paragraph 3. Not in a div.
Paragraph 4. Not in a div.

GSU STYLE TILE



• (<http://stylifyme.com>)

HINTS - SCAMPER

- Substitute something
- Combine it with something else
- adapt something to it
- modify or magnify it
- put it to some other use
- eliminate something
- reverse or rearrange it

BRAINSTORMING METHODS

- Mind Mapping
- Word Listing
- Picture associations
- Brutethink
- Idea inversion
- Free form sketching
- Design role playing
- Yes, and...
- Mad libs - 'My _____ is like _____ because _____.'
- Future thinking
- blank bubbles

TOOLS!

- Adobe Kuler (Adobe Color CC)
- Google Material (style section) <https://www.google.com/design/spec/style/color.html>
- RGB.to
- Paletton - color theming - <http://paletton.com/>
- <http://www.flatuicolorpicker.com/all>
- <http://www.smashingmagazine.com/2010/02/color-theory-for-designer-part-3-creating-your-own-color-palettes/>
- Real Color Wheel (RGB) <http://www.realcolorwheel.com/colorwheel.htm>

REMEMBER

- Color themes + CSS = Awesome
- You only need a few colors
- Contrast, baby!
- Best practices - could Google be wrong? (materials guide)

TAKEAWAYS

- Master color to realize the full potential of your app or site
- Design sells. Without design, no one wants your awesome lunchbox app
- WHAT then HOW - Color supports design & functionality
- Research, Think, Iterate, Do
