

The Role of Color in Product Design

Questions:

1. What is the 60-30-10 rule? Can you find a website that runs by this rule?

The 60-30-10 rule is an interior design rule that states 60% of the color should be the dominant hue, 30% for secondary color, and 10% for the accent color. The website I found was www.alicewritescopy.com. The 60% primary color is blue, the 30% secondary color is white, and the 10% accent color is red.

2. What is “accessibility” and how can it impact our color choices when designing a website?

Accessibility in color design is to design the website with color blindness in mind. By experiencing color blindness when designing, the website is designed with all types of people in mind.



3. Why did you choose the colors you chose? What do your colors say about your website (think of the psychological impact of colors).

I went with orange and green colors to simulate a nature vibe, reminiscent of Patagonia's branding. I think it makes the brand appear more eco-conscious and more sustainable.

4. Are you happy with what the website would look like to someone who is color deficient?
Select the vision simulation button to take a look:

I am happy with how the website looks. For example, by simulating the website as viewed from a person with deuteronomy (the most prevalent type of red-green color blindness), the colors are still quite visible, and the goal of having a “nature” vibe is still achieved.

