

# Chapter 4: Focusing Attention

## • Preattentive Features

- Color, shape, size, motion, position...

\* Beware of using too many → "interference"

## Color

### Important Considerations from STWD

- Colorblindness ( $\frac{1}{12}$  men,  $\frac{1}{200}$  women)

- Consistency (same color = same group in multiple plots)

- Evocation / Color-Association

↳ (colors carry meaning/feeling)

# Color Space (HSV)

Hue  
Saturation  
Value

