**Preview Questions**

1. None

**Reading Summary**

* A trained colorist can distinguish among 1,000,000 colors under pairwise comparison conditions.
* More than 20 to 30 colors produce negative returns for encoding abstract information.
* Uses of color:
  + To label
  + To measure
  + To represent
  + To decorate
* Pure, bright, strong colors:
  + Unbearable effects over large areas adjacent to each other.
  + Good effects when used sparingly on or between dull background tones.
* Placing light, bright colors mixed with white next to each other usually produces unpleasant results, particularly for large areas.
* Color spots against a light gray or muted filed highlight data.
* There are about 50 color systems all of which locate color along three dimensions.
* Color can increase the information resolution of a computer screen.
* Use colors found in nature to represent data and information, particularly blues, yellows, and grays.
* Strongly muted colors, mixed with gray, provide the best background for colored theme.
* Create unity with two or more large areas by repeatedly intermingling the colors of one area in the other area.
* Any color of quantity is potentially sensitive to interactive contextual effects.