

Color Theory

OCTOBER 8
MEETING 2

Weekly Design Prompts

Graphic Design

Design a **personal logo** for yourself either by sketching or creating actual mockups of it.

For those doing sketches, we'll help you learn how to use the pen + shapes tools @ next week's workshop to bring your sketches to life!

UI/UX Design

Design a **set of filters** for a job searching mobile application (like LinkedIn or Indeed).

You can start with sketches or wireframes. If you're comfortable, try doing lower or higher fidelity mockups! Feel free to research existing apps as inspo!





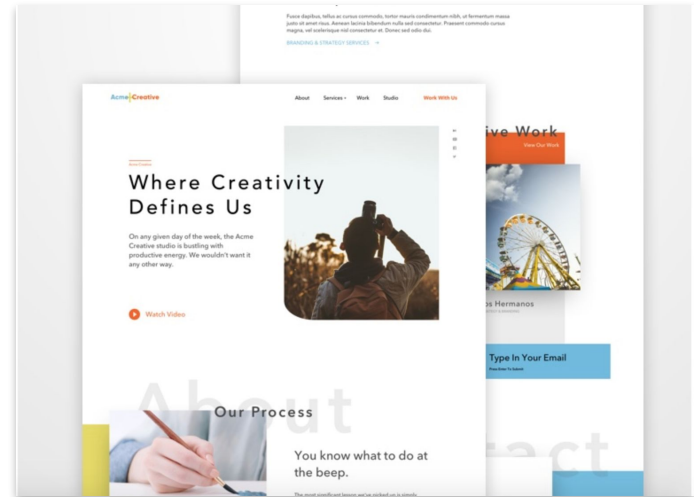
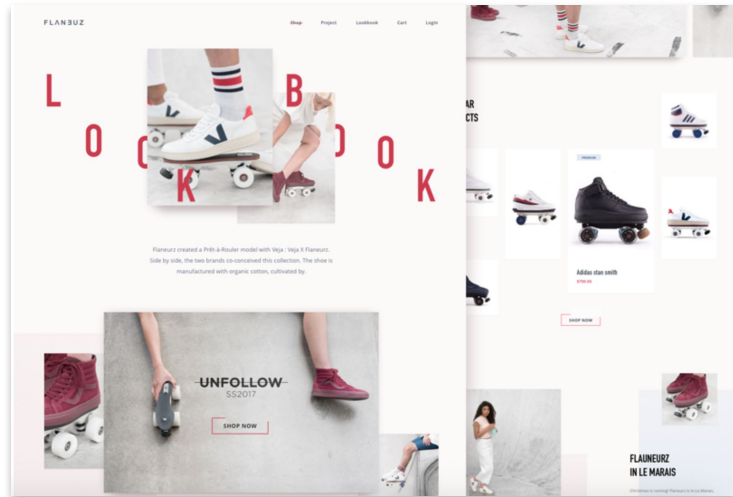
Are you ready to help shape Design at UCI?

Applications open TONIGHT after the meeting and are **due**
THIS SATURDAY, Oct. 12 @ 11:59PM.



Design Trend of the Week

Broken Grid Layouts





Theory



Color Schemes + Palettes



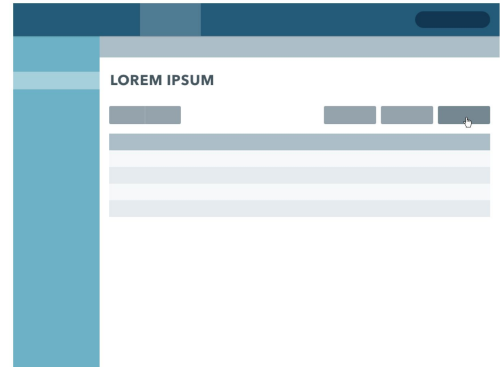
Color Schemes:



monochromatic

One color (or hue).

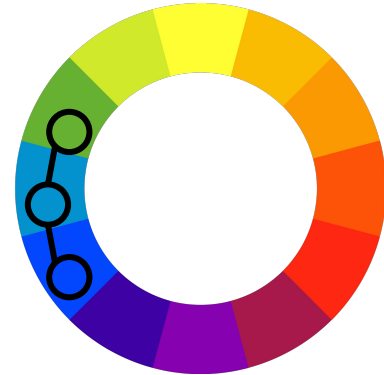
Use variations of lightness and saturations to provide variety.



Color Schemes:

Analogous

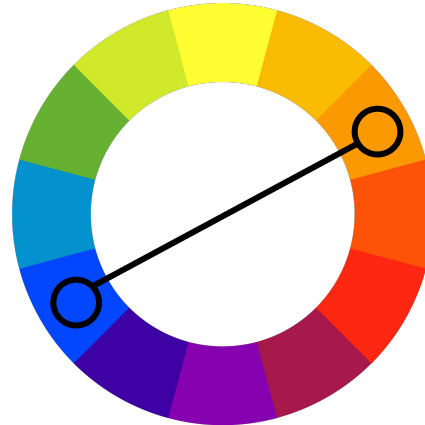
colors located right next to each other on color wheel.



Color Schemes:



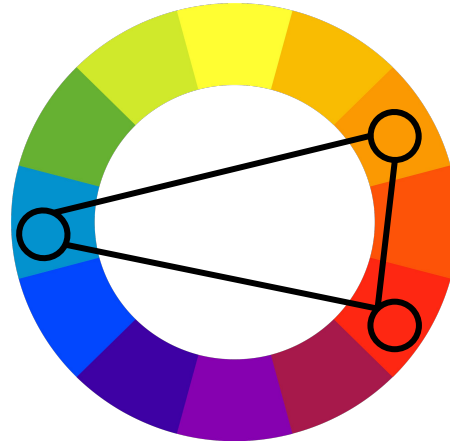
Scheme with a color and its complement (the color on the exact opposite side of the color wheel).



Color Schemes:

Split-Complementary

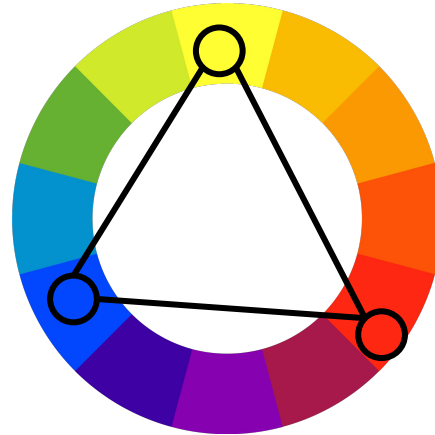
Color scheme that uses three colors. One color is chosen, then the colors on either side of its complementary color are included. Less dramatic



Color Schemes:

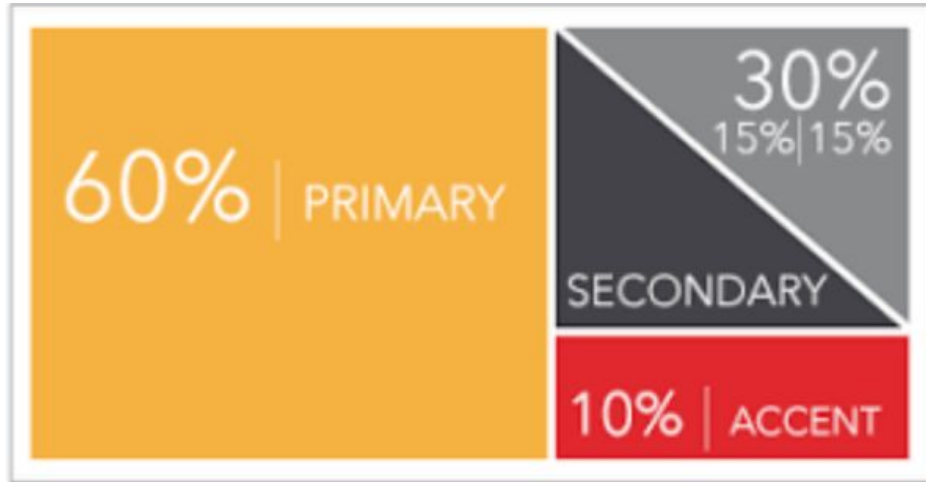
Triadic

Scheme with three colors that are evenly spaced around the color wheel



Tips for colors:

60-30-10 rule

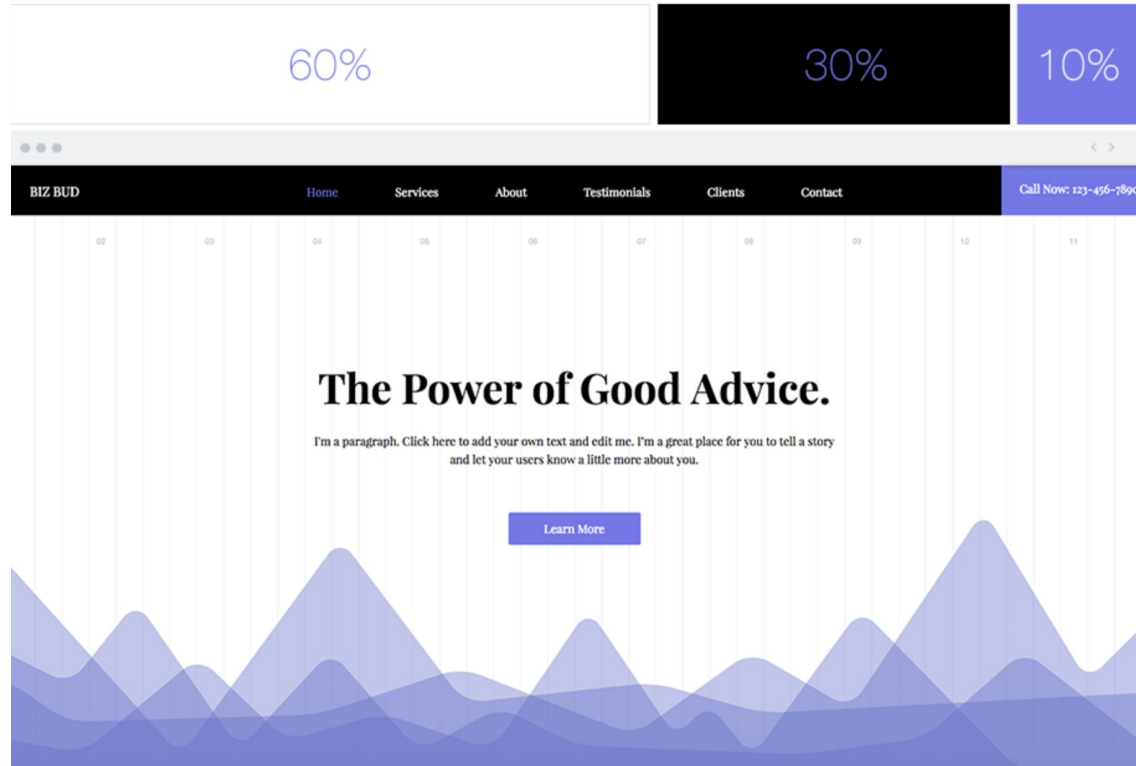


Bring the balance into the composition

Colors should be combined in the proportion of 60%–30%–10%

Dominant hues – 60%
Secondary color – 30%
Accent color – 10%





Basic Color Terminology



The basics:

Hue

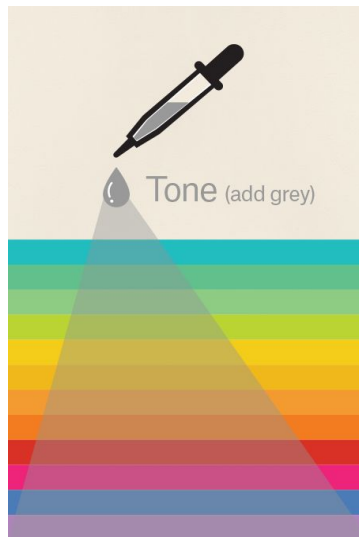


The basics:

Tints

Tones

Shades



The basics:

Value

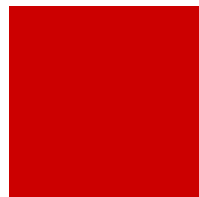
Low Value



High Value



Low Value



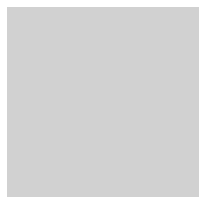
High Value



The basics:

Chroma

Low Chroma



High Chroma

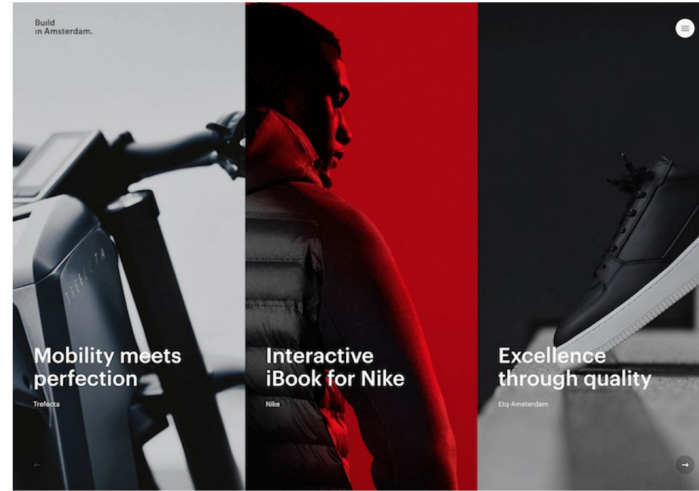


Color + their Meaning



What does it mean?

red




📷 Build in Amsterdam's website uses a vibrant red accent color that draws attention to the middle of the page immediately.



What does it mean?

orange

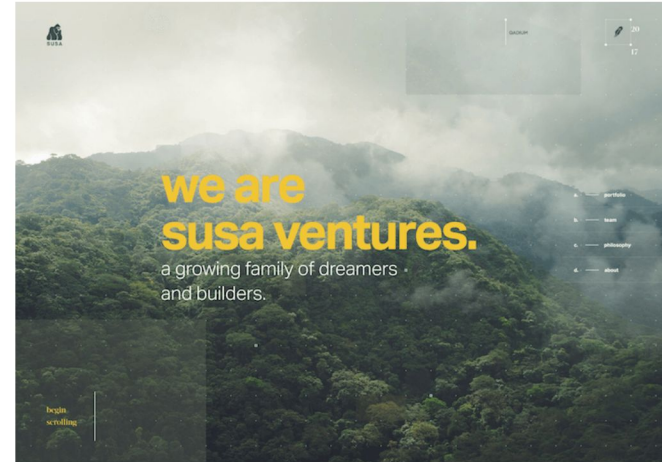


 *Bitter Renter's bright and bold home page takes full advantage of the energy that orange can provide to a design.*



What does it mean?

yellow

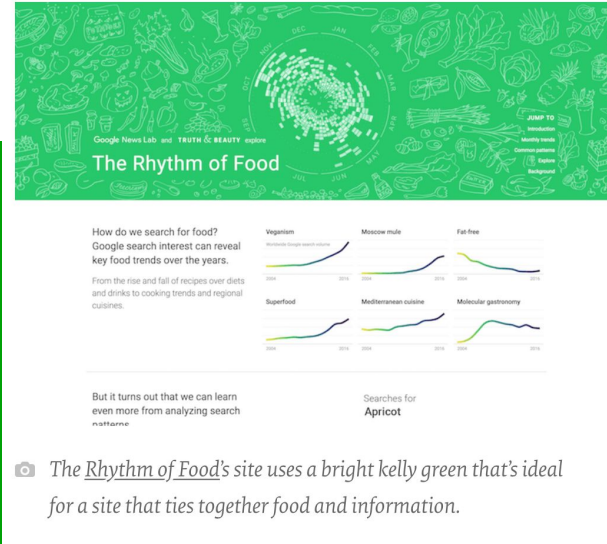


📷 *Susa Ventures uses a goldenrod hue as an accent color in their typography to great effect.*



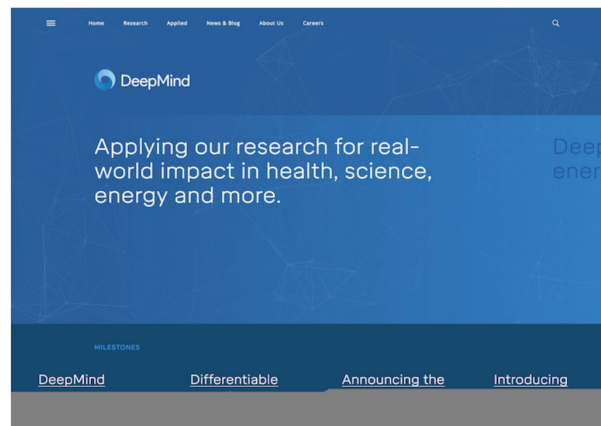
What does it mean?

green



What does it mean?

blue

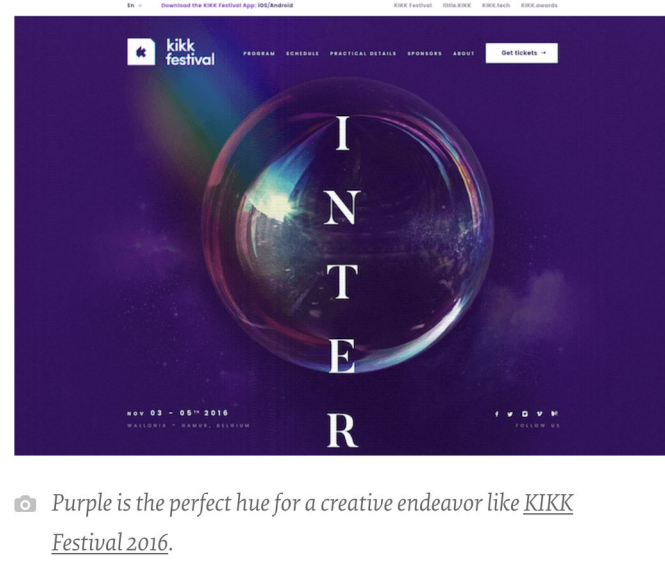


📷 Deep Mind's website uses various shades of blue for its background, giving it a trustworthy, authoritative feel.



What does it mean?

purple



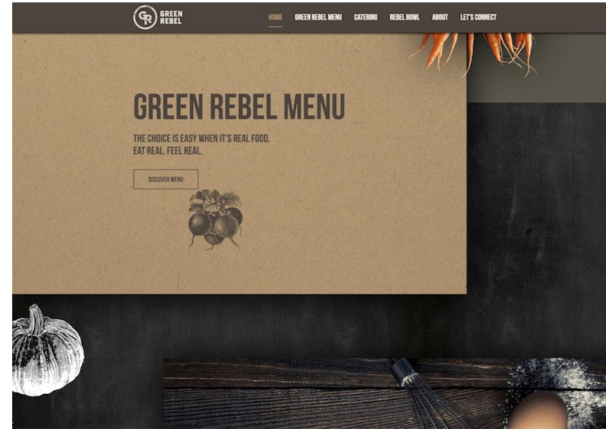
What does it mean?


pink



What does it mean?

brown

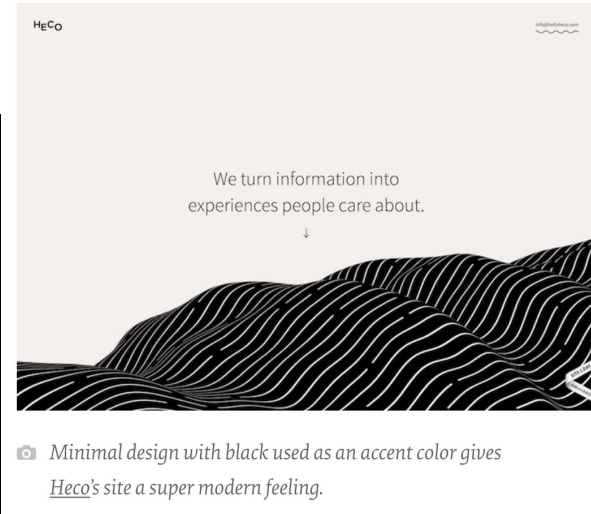


 *Green Rebel's website uses brown for much of their typography and graphics throughout, as well as in some of the textures, lending an organic feel.*



What does it mean?

Black



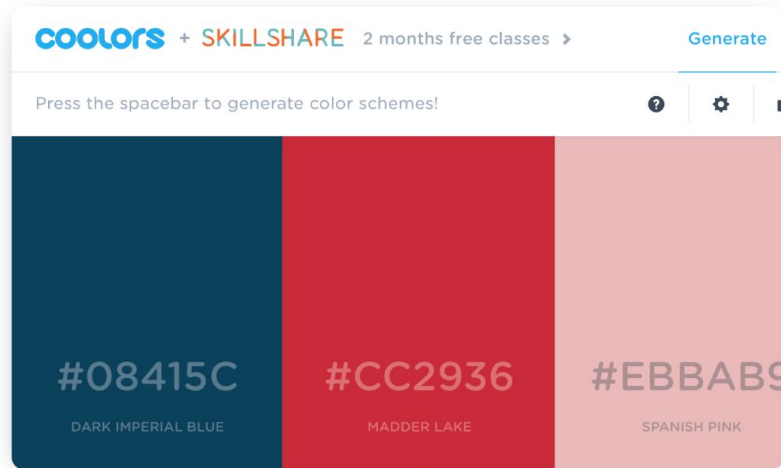
What does it mean?

White



Resource of the Week

Coolors



Coolors

Automatically generate and explore color palettes for your designs.

