
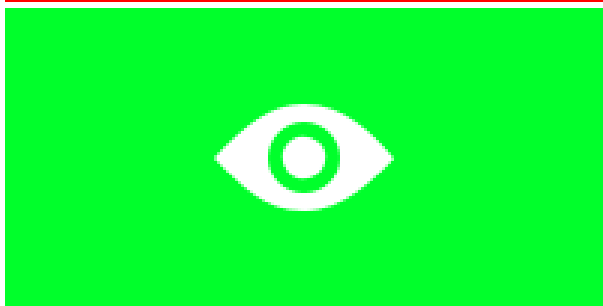
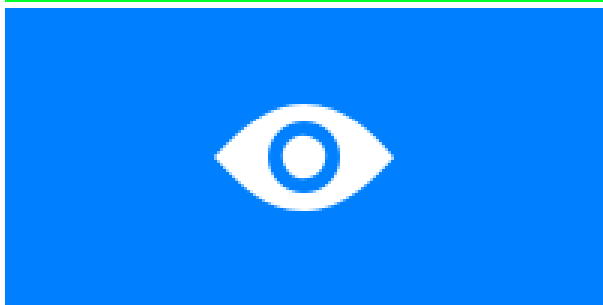
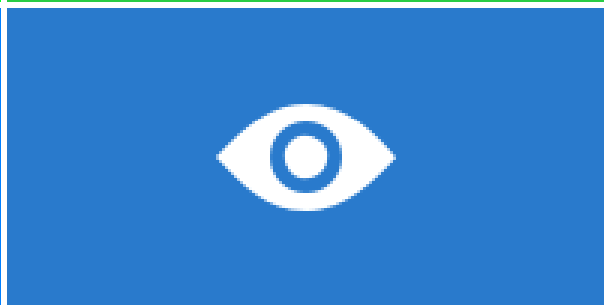


UI 디자인 - Background

Which column can your eyes tolerate longer?

	
	
	
100% Brightness 100% Saturation	80% Brightness 80% Saturation

Brightness Vs. Saturation

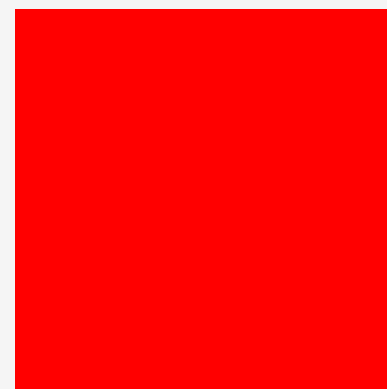
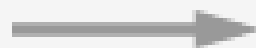
ALIKEROCK

Brightness : 밝기를 올리는 것은 색상을 가볍게 하는 것.

Saturation: 채도를 낮추는 것은 색상을 회색톤으로 바꾸는 것.



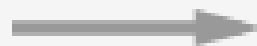
Increased brightness



More White



Decreased saturation



More Gray

밝고 채도가 높은 색상이 사용자의 관심과 주목을 받을 수 있지만, 사용자를 쉽게 지치게한다.
되도록이면 사용자의 액션이 이끄는 버튼에 사용하는 것이 좋다.

Background is a bright,
saturated color

Sign Up



Attracts attention to background

Button is a bright, saturated color

Sign Up

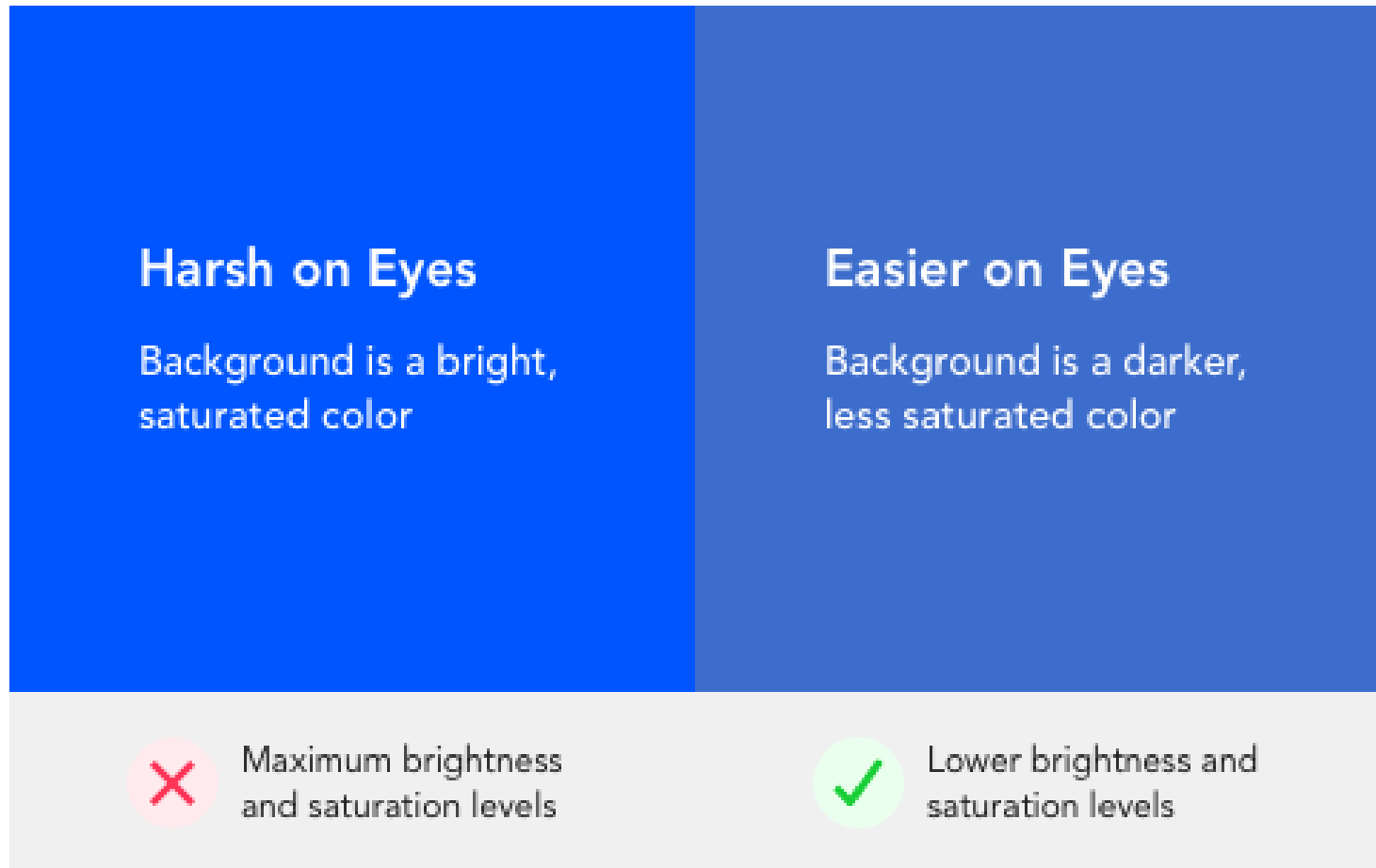


Attracts attention to button

밝기를 낮추면 색상에서 흰색을 감소시키는 것.

채도를 낮추면 색상에서 회색을 증가시키는 것.

배경색은 어둡고 채도가 낮은 색상을 사용하면 배경색이 텍스트와 내용과 경쟁하지 않는다.



hue(색상)값을 유지한 채 saturation(채도), brightness(밝기)을 변경하여 색상을 변화시킨다.

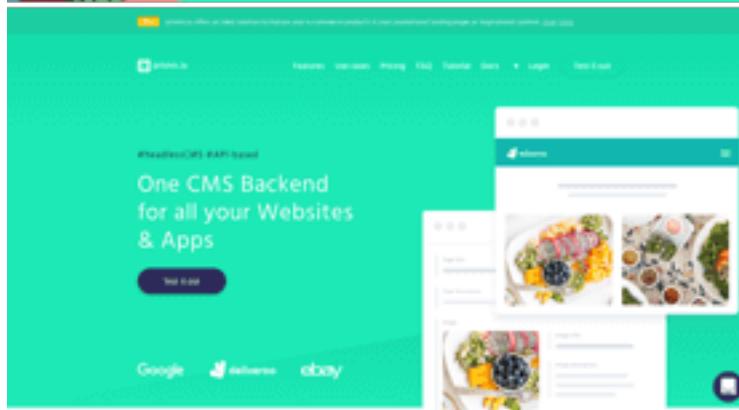
- SATURATION +		HUE		+ BRIGHTNESS -	
20/100	50/100	100/100	100/80	100/50	
h100	h100	h100	h100	h100	
s20	s50	s100	s100	s100	
b100	b100	b100	b80	b50	

hue(색상)값을 유지한 채 saturation(채도), brightness(밝기)을 변경하여 색상을 변화시킨다.

- SATURATION +		HUE	+ BRIGHTNESS -	
20/100	50/100	100/100	100/80	100/50
20/90	50/90		70/80	70/50

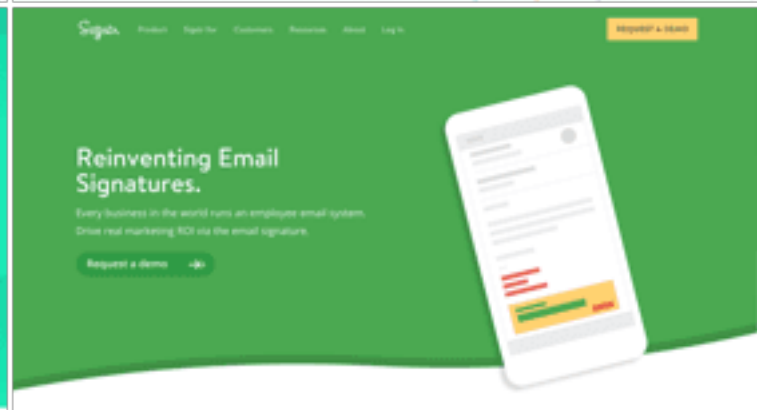
hue(색상)값을 유지한 채 saturation(채도), brightness(밝기)을 변경하여 색상을 변화시킨다.

- SATURATION +		HUE		+ BRIGHTNESS -	
- BRIGHTNESS +	20/100	50/100	100/100	100/80	100/50
	20/90	50/90		70/80	70/50
	20/70	50/70		40/80	40/50
					+ SATURATION -



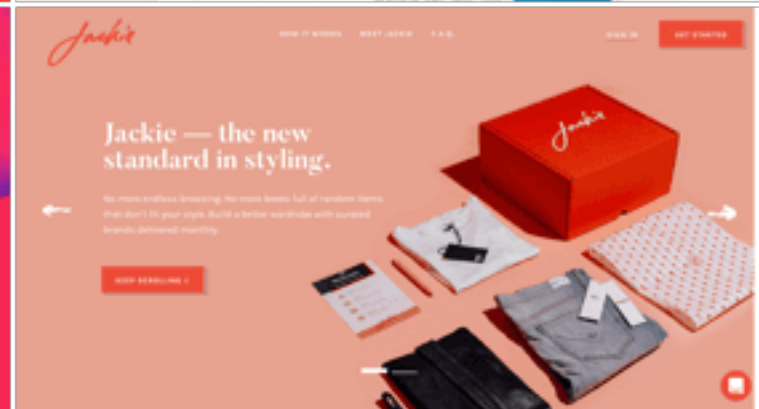
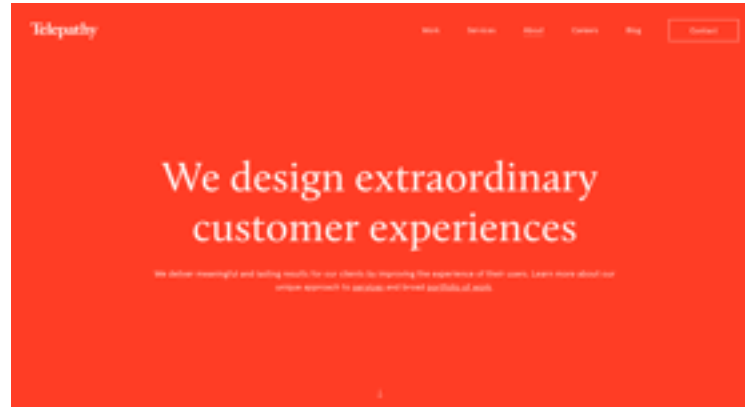
Bad Greens

<http://www.panicstudio.tv/en/>
<https://prismic.io/>



Good Greens

<https://freshdesk.com/>
<https://www.sigstr.com/>



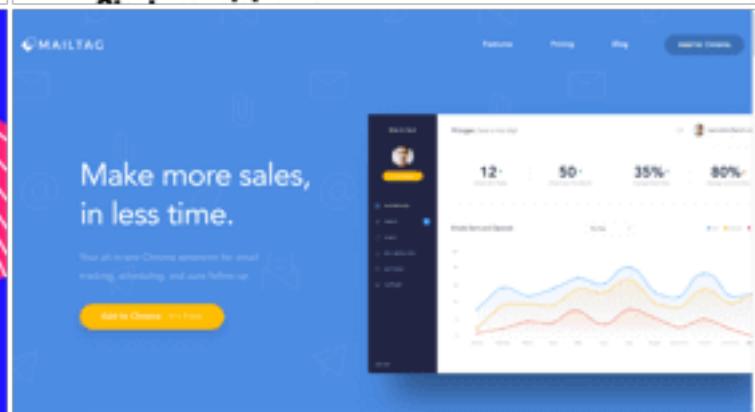
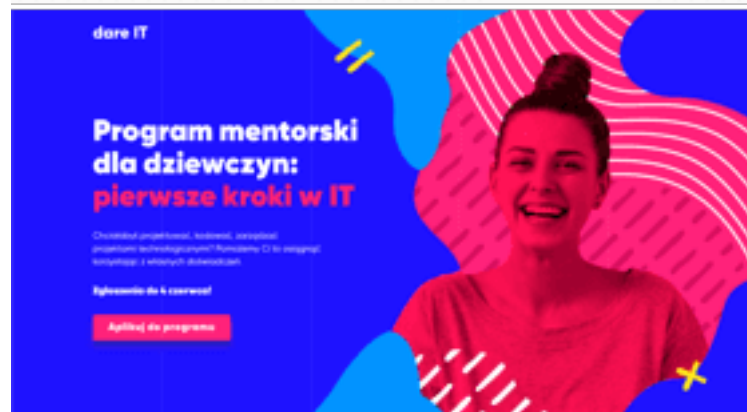
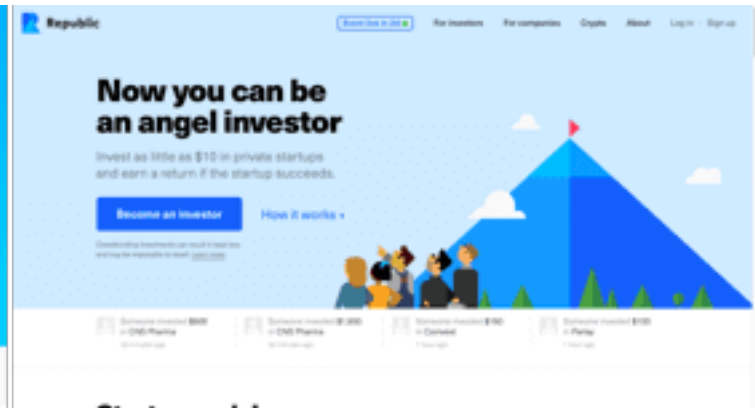
Bad Reds



Good Reds

<https://www.dtelepathy.com/>
<https://meat.agency/>

<https://appfigures.com/>
<https://shopjackie.com/>



✗ Bad Blues

✓ Good Blues

<https://compose.com/>
<https://dareit.org/>

<https://republic.co/>
<https://www.mailtag.io/>

색상은 Aesthetics(미학)에 영향을 주지만,
Usability(사용성)에도 영향을 준다.

웹디자인은 미학과 사용성을 둘다 감안하여 디자인해야 한다.