

# Traditional Chinese Colors: An Interactive Exploration

Emily Wang

October 1, 2024

## Final project proposal

### **Project Overview:**

This project is inspired by the NIPPON COLORS website, with a focus on showcasing Traditional Chinese Colors. It will provide users with a visually immersive experience where they can explore a curated palette of traditional Chinese colors and their cultural significance. Each color will have detailed descriptions about its historical use in Chinese art, architecture, fashion, and symbolism.

### **Purpose:**

The purpose of this website is to highlight the beauty and cultural importance of traditional Chinese colors, offering a reference tool for designers, artists, and cultural enthusiasts. Users will be able to explore the colors through a simple grid interface, clicking on individual colors to learn more about their history and meanings.

### **Target Audience:**

The target audience includes:

Designers and artists: who want to incorporate traditional Chinese aesthetics into their projects.

Students and researchers: studying Chinese culture, history, and art.

Cultural enthusiasts: who are passionate about traditional Chinese heritage and design.

Tourists or travelers: interested in learning about Chinese cultural symbols.

### **Technologies to Be Used:**

HTML/CSS: for structuring and styling the website.

JavaScript: for adding interactivity, such as showing additional information on color selection.

CSS Grid or Flexbox: for creating a responsive grid layout.

Google Fonts: for typography.

## **Key Features:**

**Color Grid:** A responsive grid showcasing a palette of traditional Chinese colors. Each color block will be clickable, leading to more detailed information.

**Color Details Modal/Overlay:** When a color is clicked, a modal or overlay will appear, displaying the name of the color (both in Chinese and English), its HEX code, and a description of its significance in Chinese culture.

**Responsive Design:** The site will be fully responsive, adjusting seamlessly for mobile, tablet, and desktop views.

**Search Functionality:** Users will be able to search for specific colors by name or filter colors based on their category (e.g., royal colors, natural colors, etc.).

## **Challenges & Risks:**

1. **Accurate Cultural Representation:** Ensuring that the cultural and historical information presented with each color is accurate and comprehensive could be challenging

**Contingency Plan:** Use reliable academic and historical resources. As a fallback, simplify the descriptions if detailed information is difficult to verify.

2. **Mobile Responsiveness:** The grid layout must remain functional and aesthetically pleasing across different devices

**Contingency Plan:** Implement mobile-first design and use CSS Grid or Flexbox for flexible layouts.

3. **Design Consistency:** Balancing a clean, minimalistic design while showcasing vibrant colors can be challenging.

**Contingency Plan:** Test various color palettes and layouts to ensure the interface highlights the colors without overwhelming the user.

## **Example Structure:**

- **Color Details Modal/Overlay:** When a user clicks on a color, a pop-up modal or overlay will provide details such as:
  - Color name in Chinese (with pinyin transliteration)
  - Color name in English

- CMYK & RGB codes displayed with the colors
- Historical and cultural significance
- Example uses in traditional Chinese art, fashion, or architecture

**Contingency Plan:**

If there are difficulties in integrating advanced features (like search functionality or modal windows), a simplified version will be created where the color names and meanings are displayed directly on the grid itself. The core goal is to ensure that the user can explore and learn about traditional Chinese colors.