

Feel the impact

of color

Jeremy Gilbert,

Medill Asst. Professor Media Product Design
and The Segal Design Institute
Northwestern University



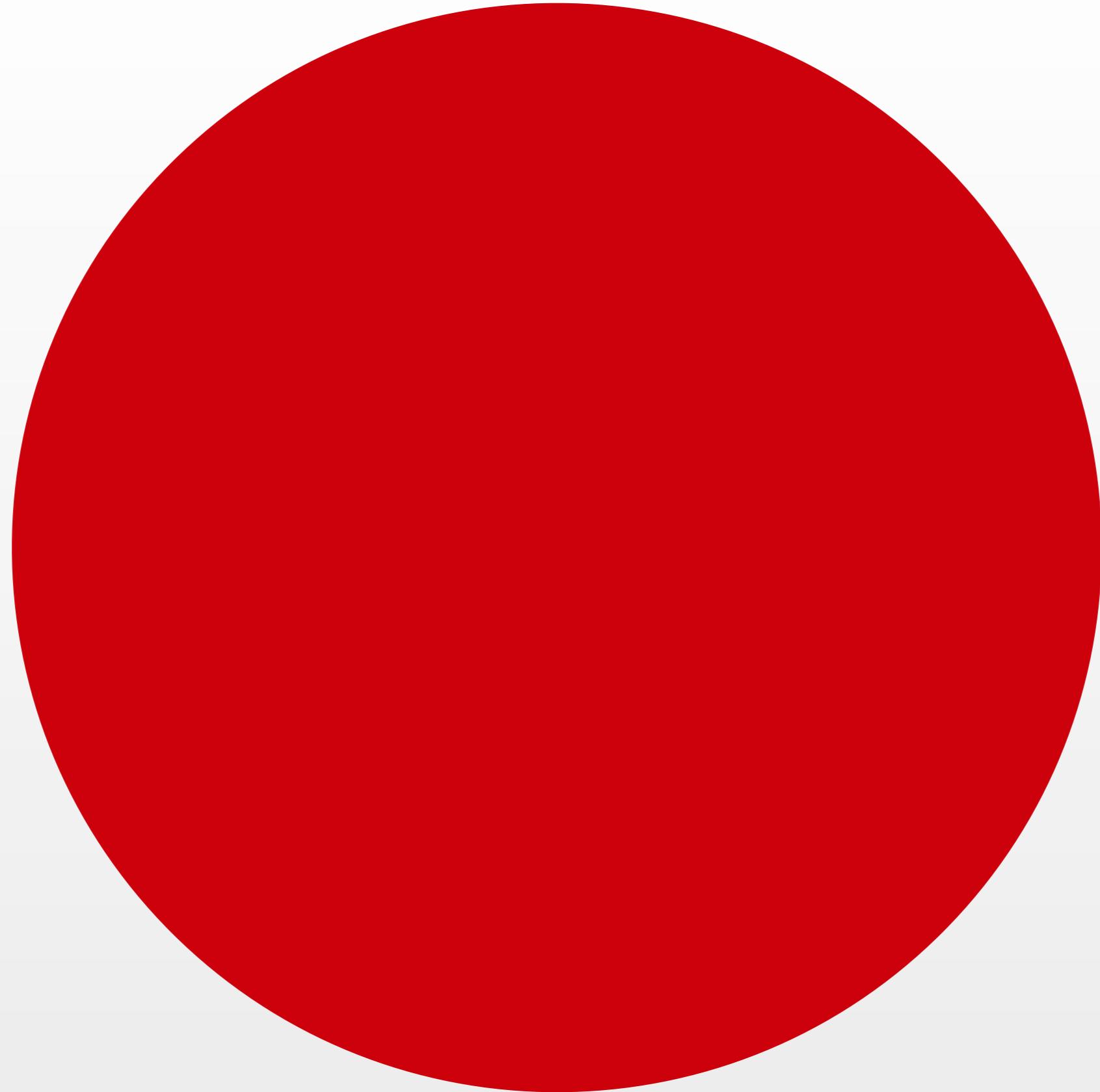
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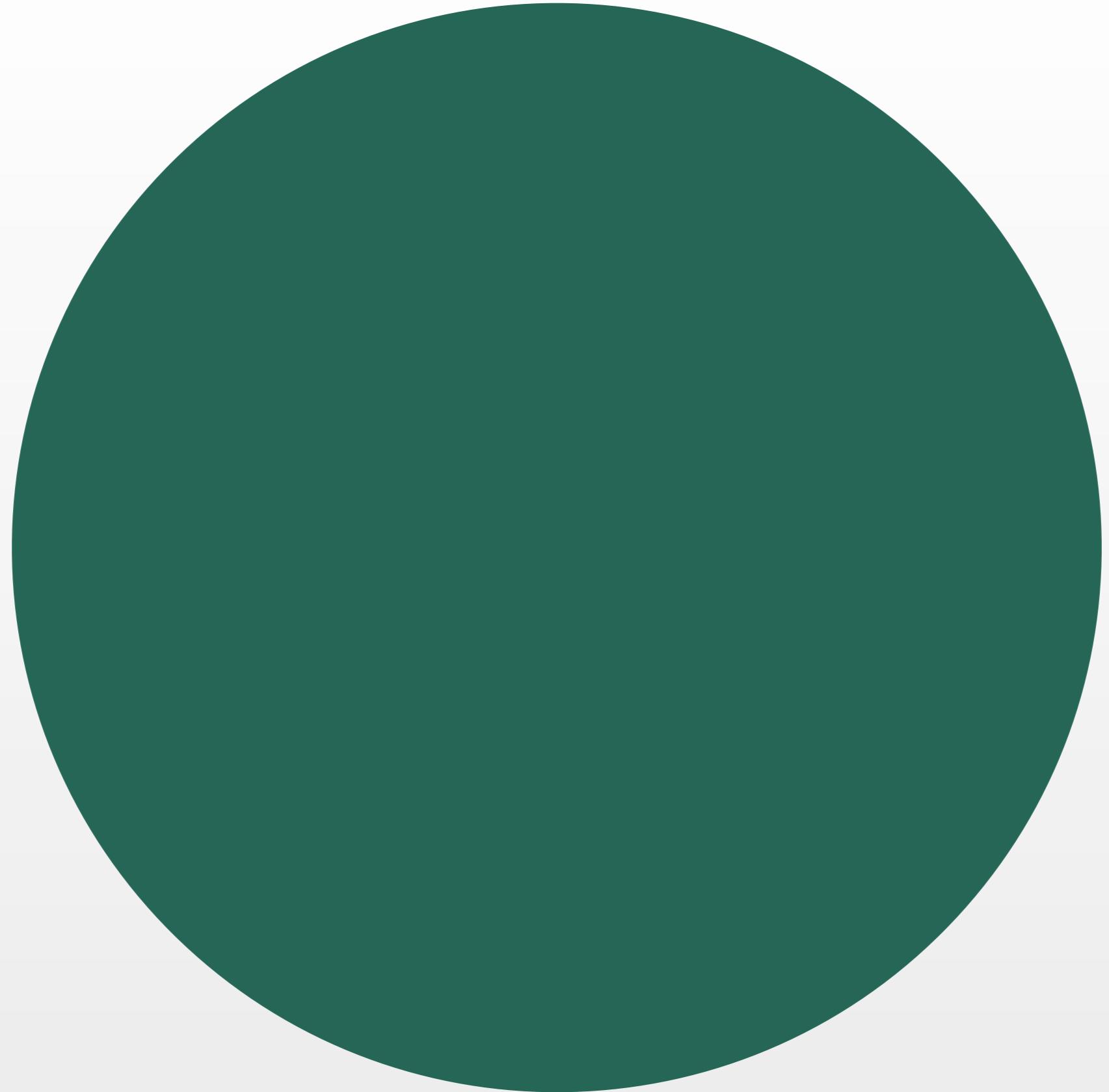
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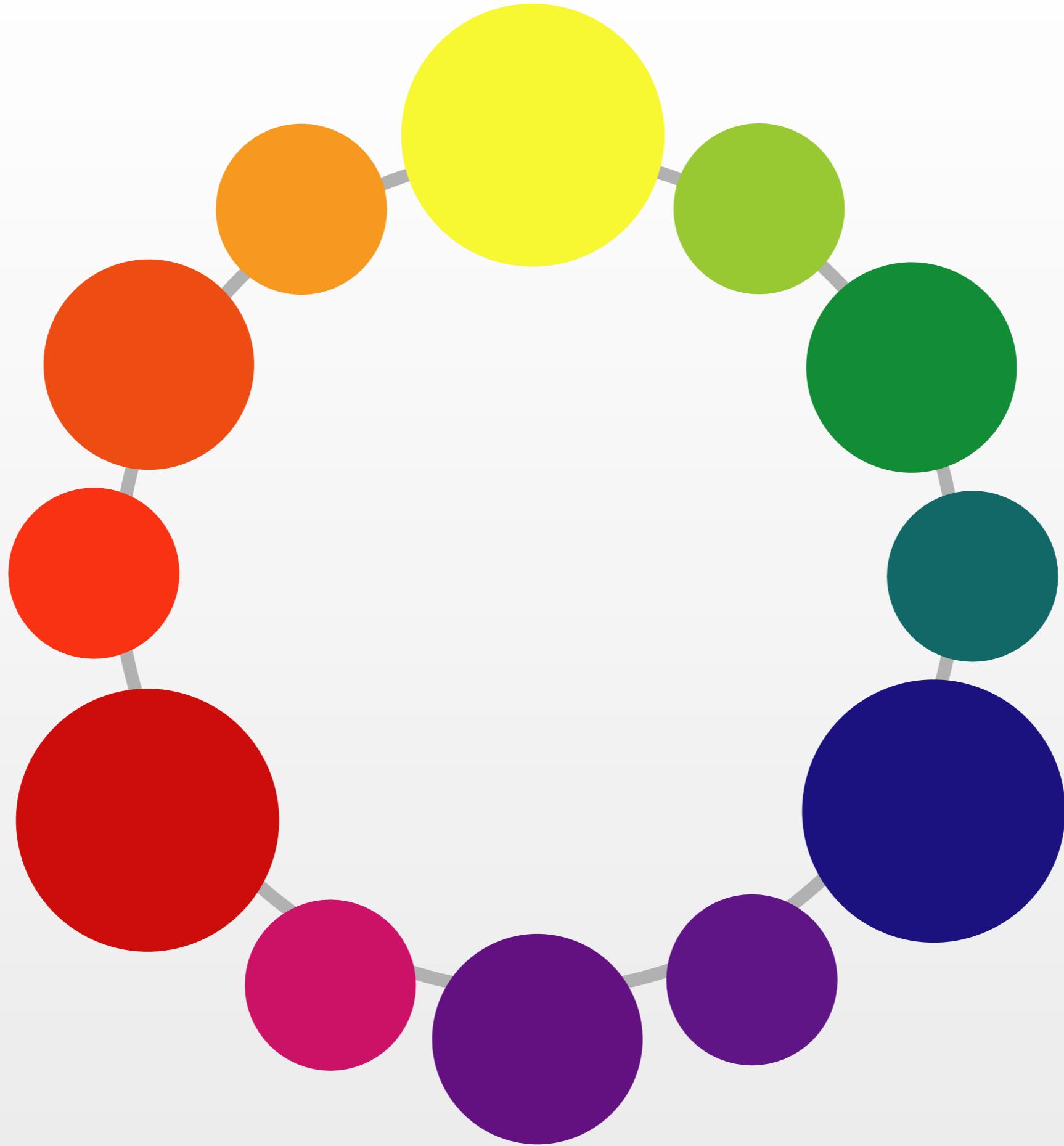
Learning Goals

- Make informed decisions about color
- Create a color palette
- Select color combinations to convey depth, contrast and dimension



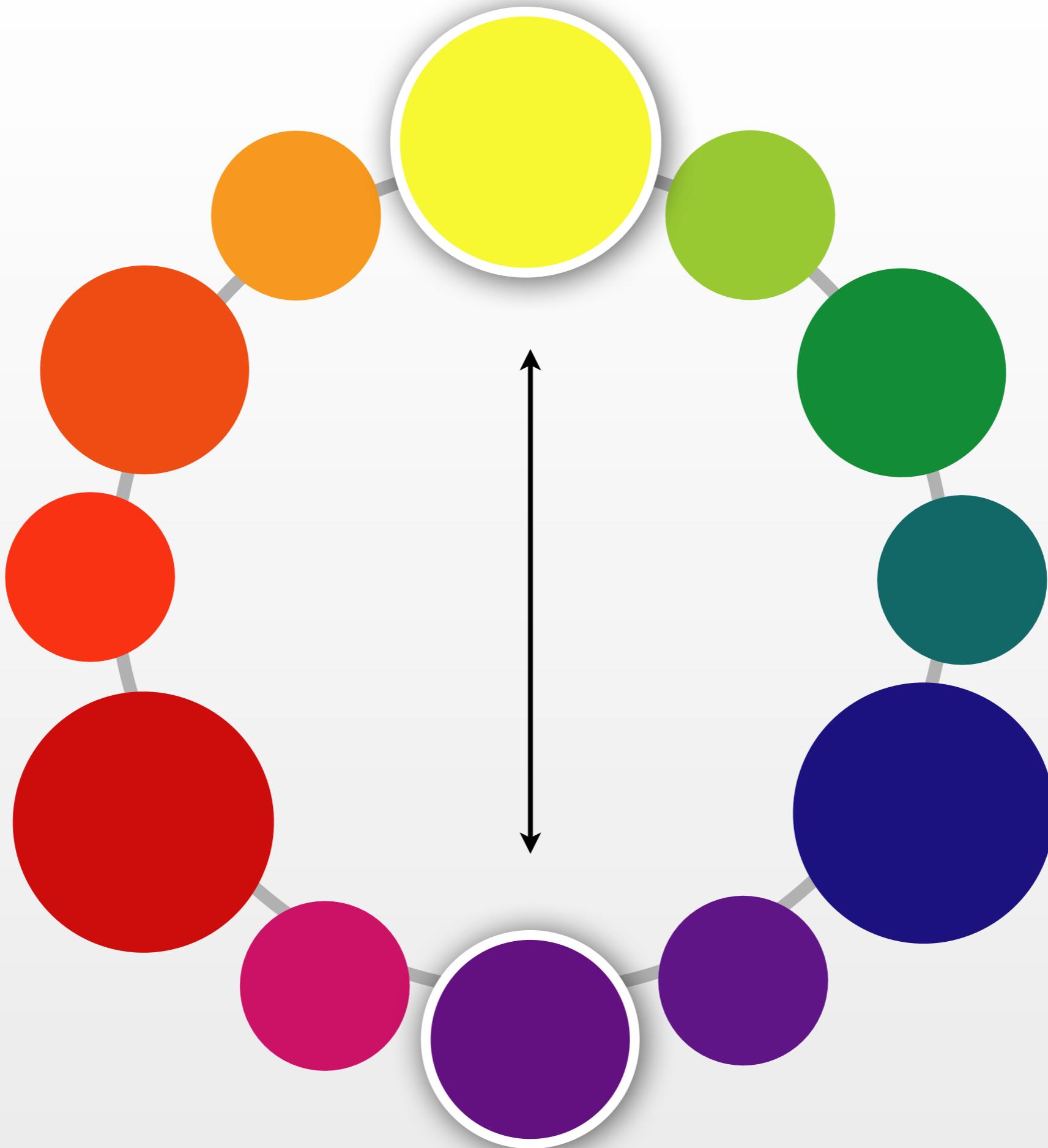


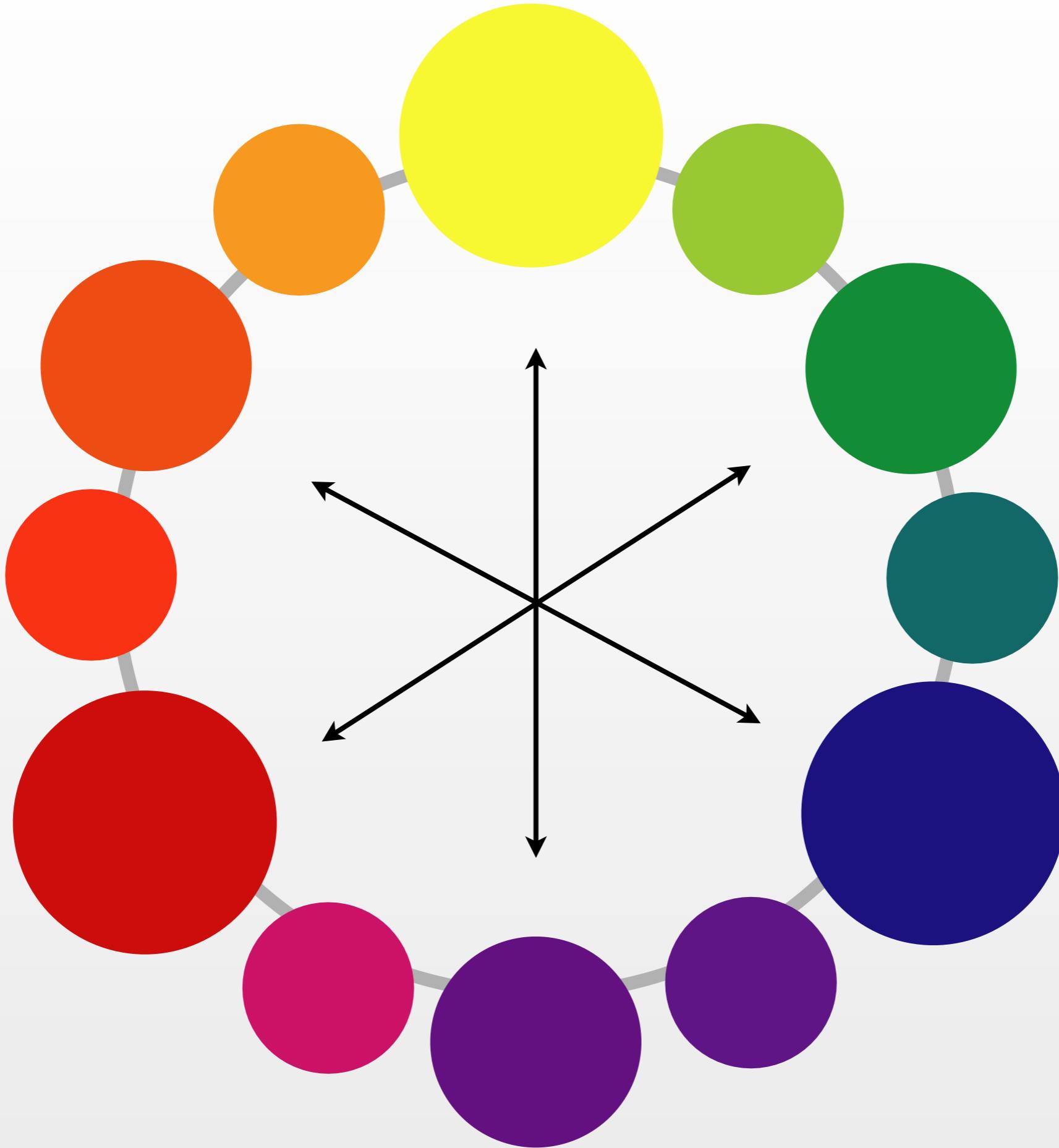












FREEZING
CHILLY
BRISK
REFRESHING
PLEASANT
GLORIOUS
BALMY
SWELTERING
GLOWING
SULLEN
GLOOMY
COLD

DON'T
TYPE
ANGRY

[Color can be peaceful]

**CONTRAST
IS ALWAYS
IMPORTANT**

**BUT TOO
MUCH
CONTRAST...**

**...IS TOUGH
TO READ.**

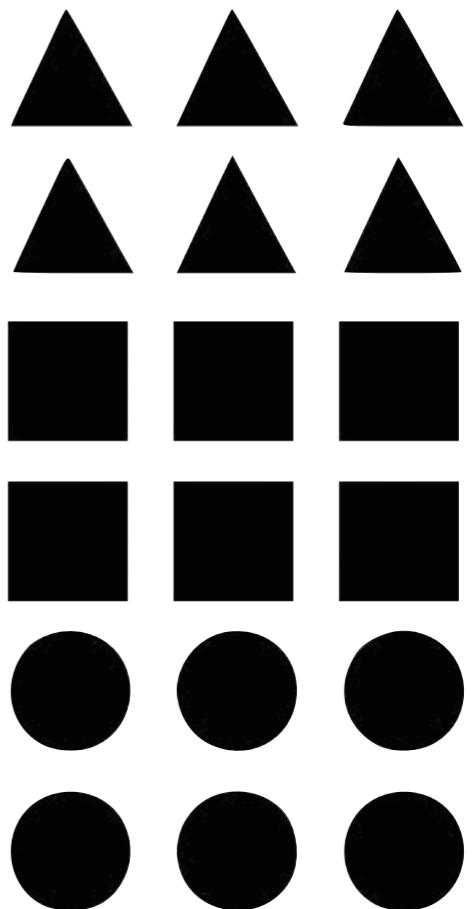
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Proximity



Gestalt Theory

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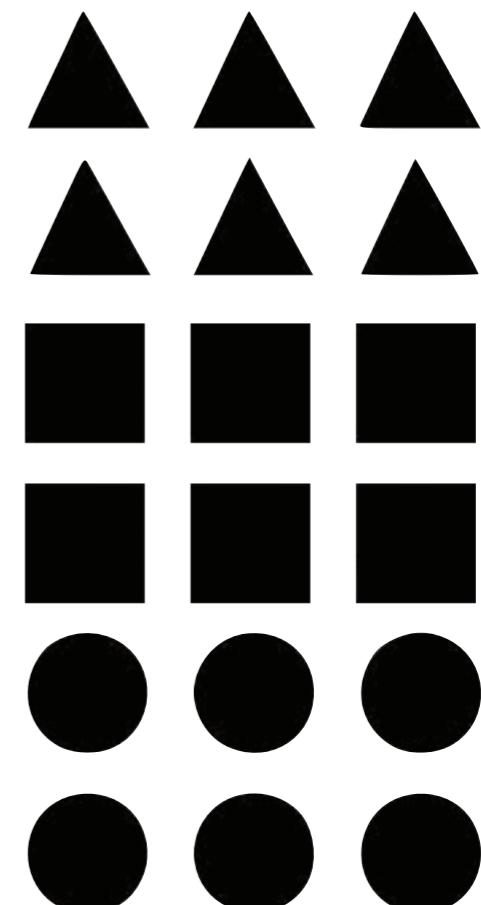


Gestalt Theory

Proximity



Similarity



Gestalt Theory

Similarity



Gestalt Theory

Proximity

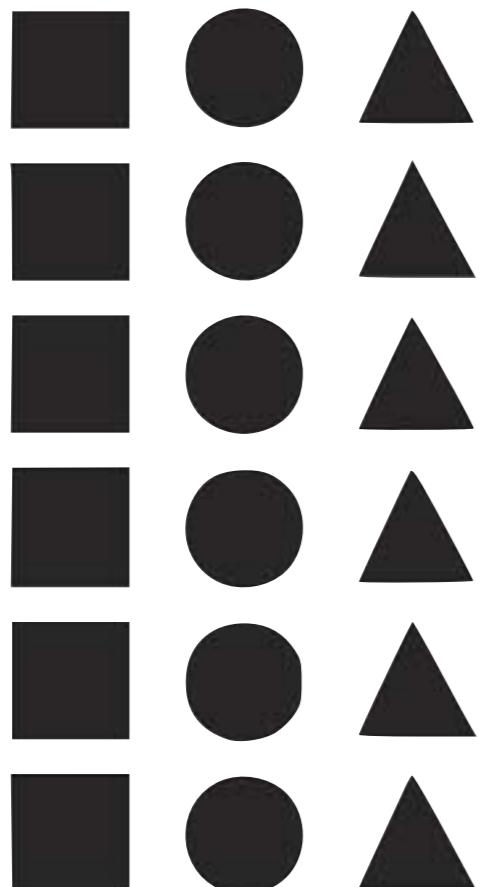


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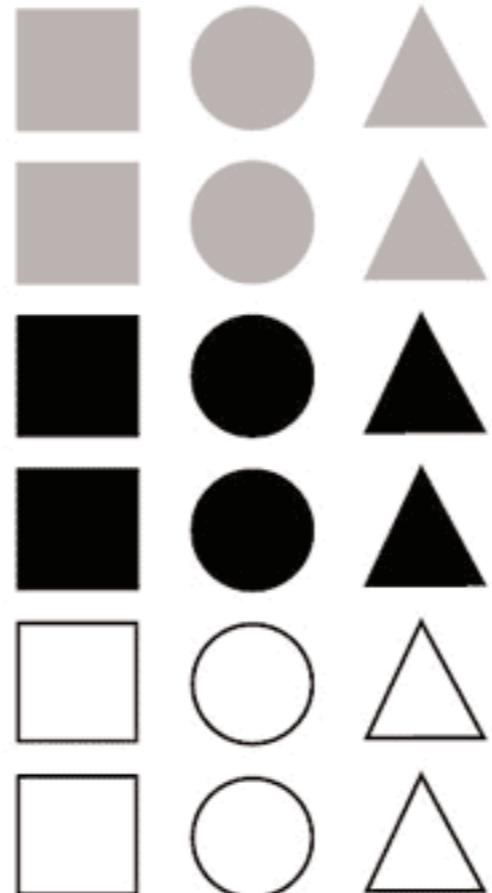


Gestalt Theory

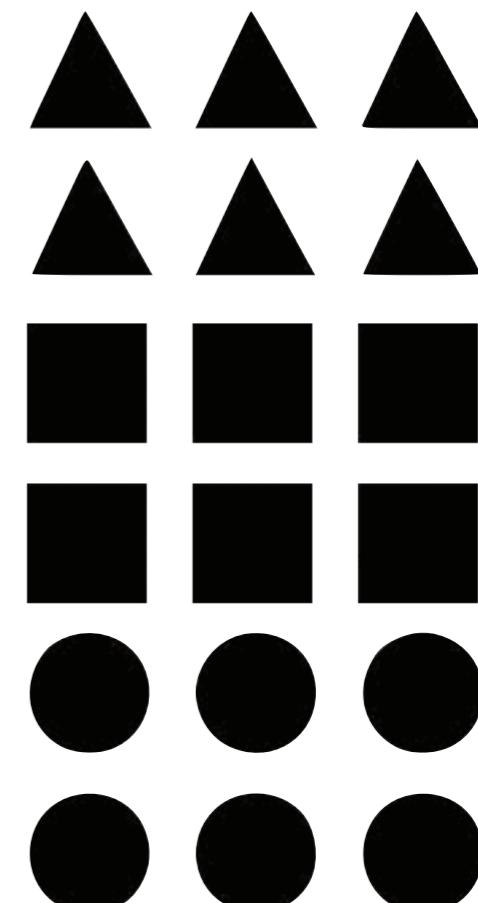
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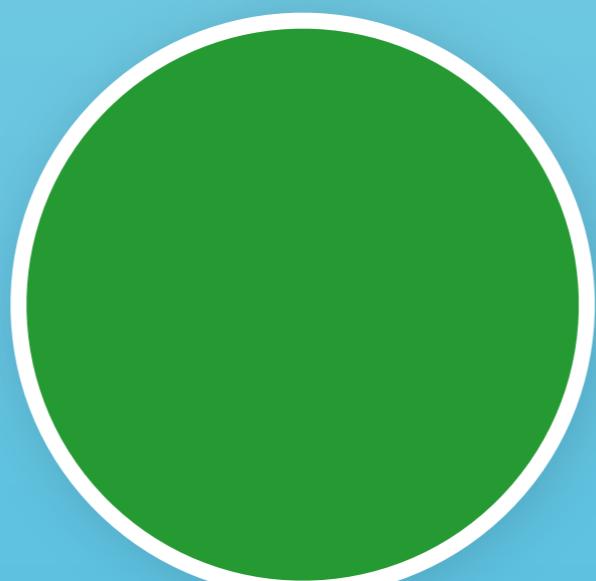
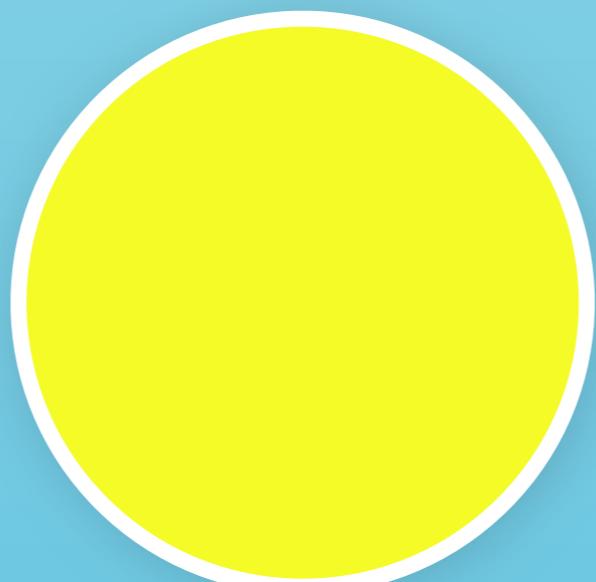
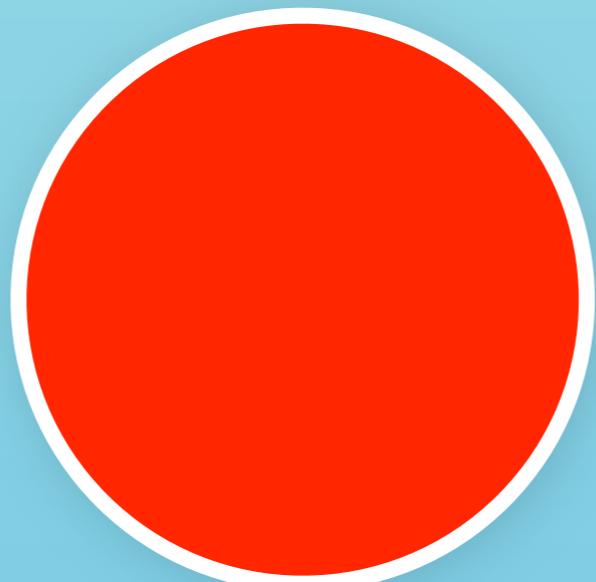


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14,766.86

▲ 93.40

NASDAQ

3,279.74

▲ 41.88

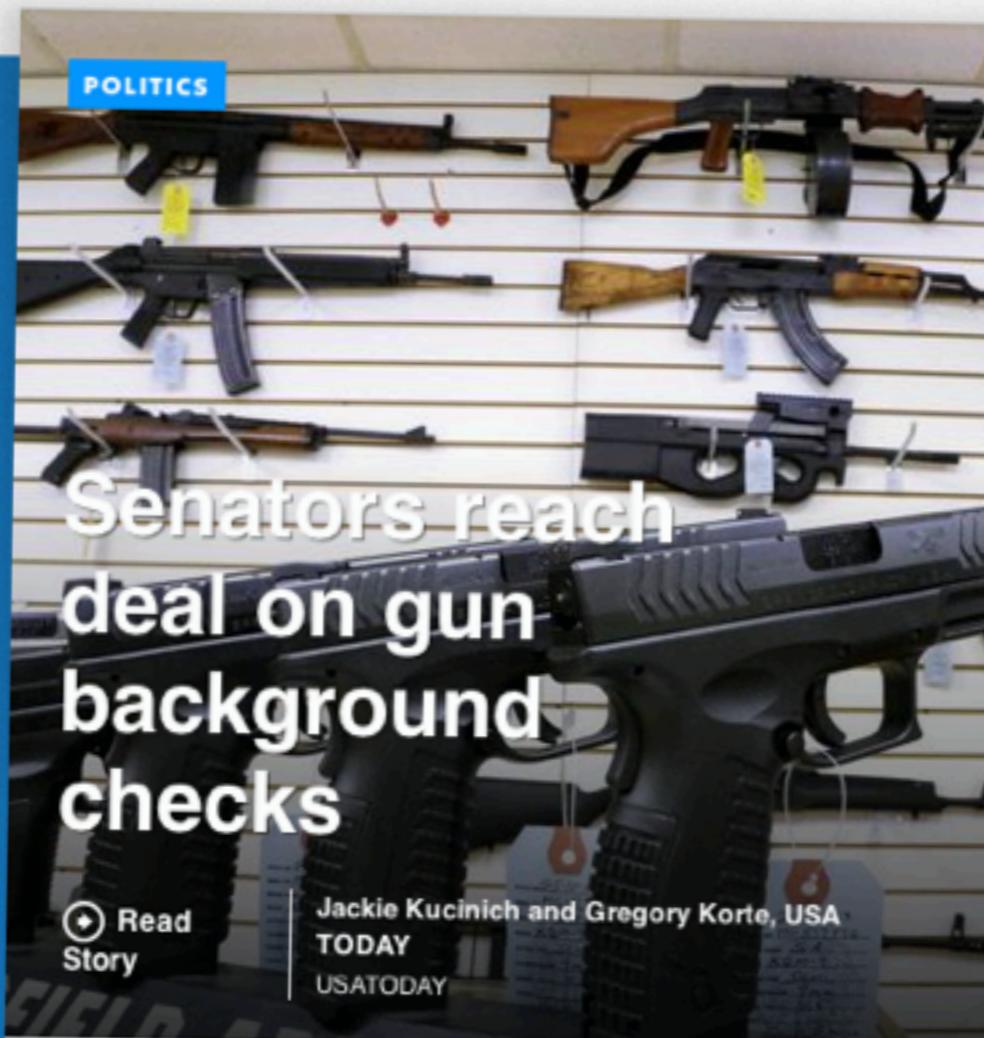
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1,580.99

▲ 12.38

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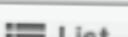
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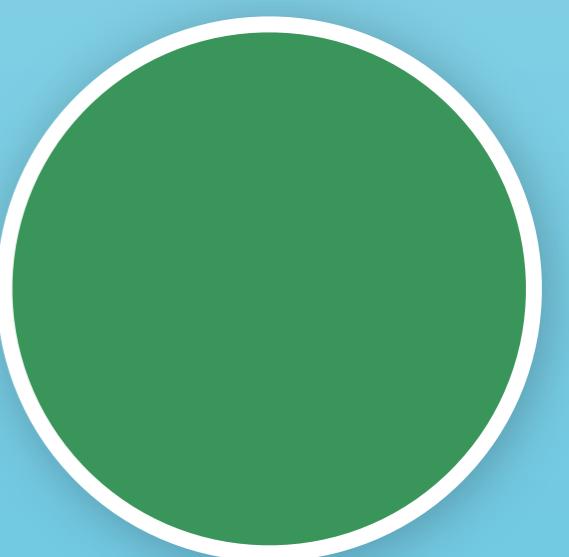
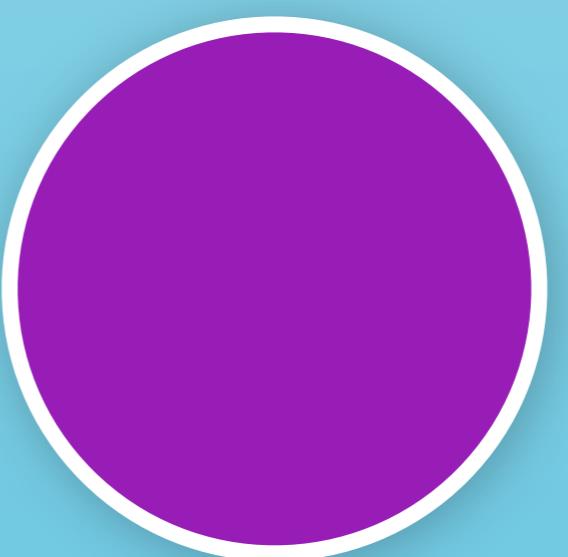
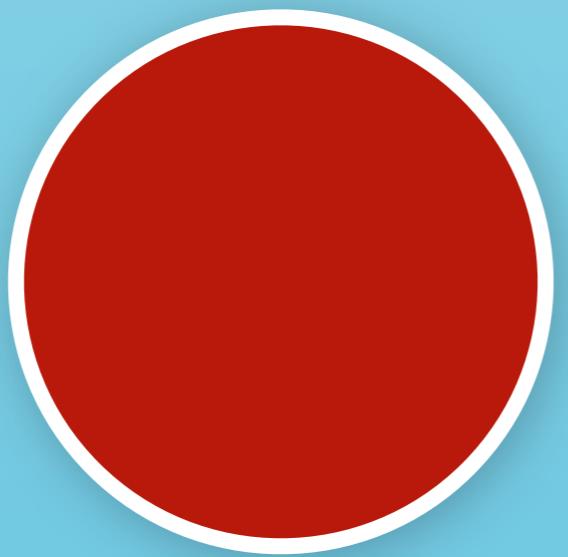
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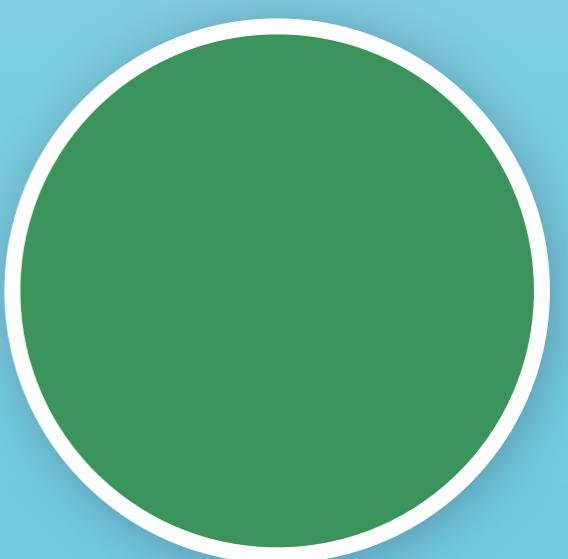
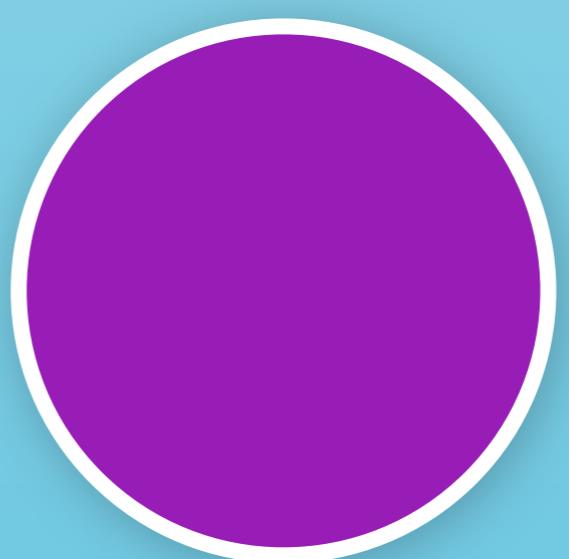
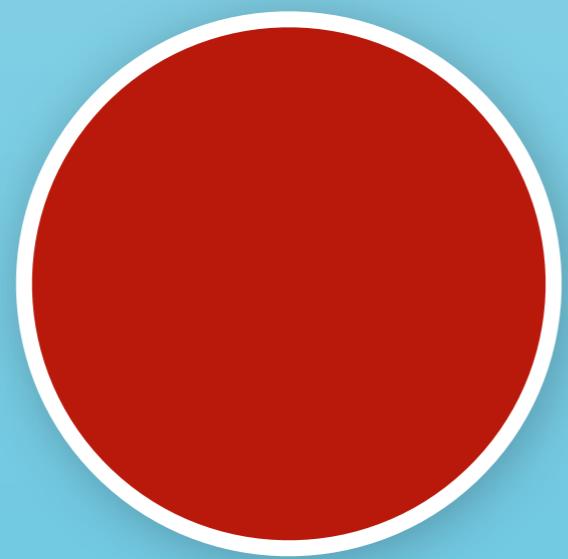
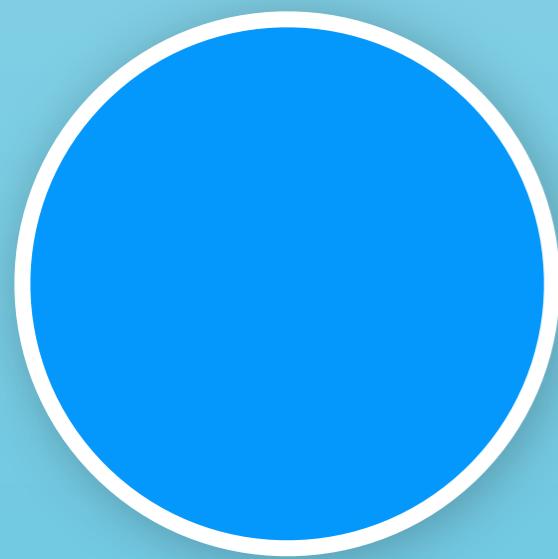


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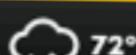
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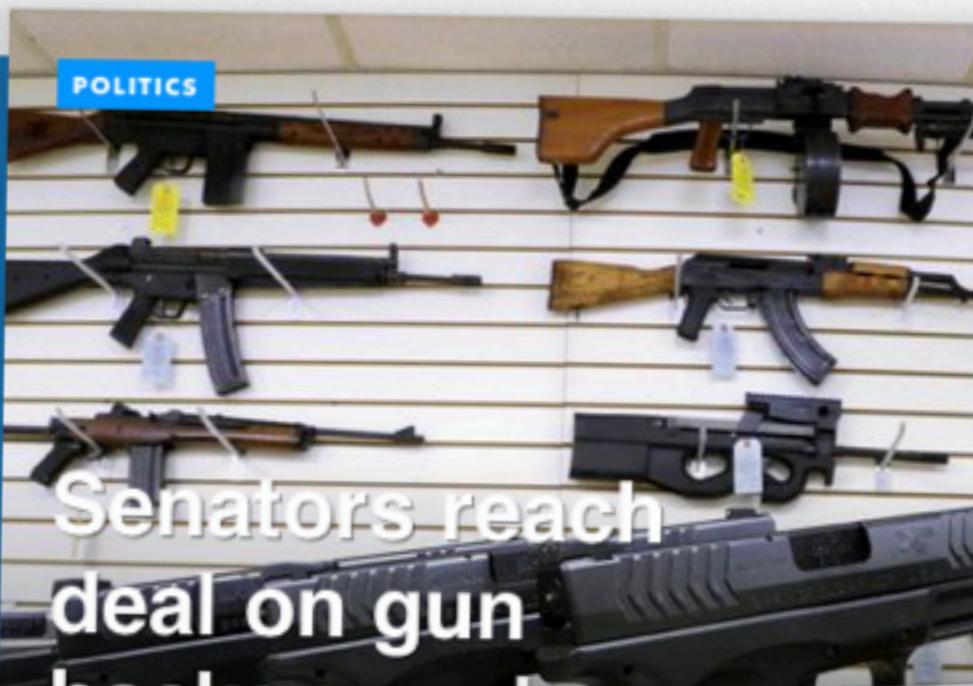
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Derick E. Hingle/USA TODAY Sports

Carrying On A Tradition

Add title No. 8 to Geno Auriemma's legacy, which continues to grow at UConn. [Mechelle Voepel»](#) [Fresh success with Stewart»](#) [Dish: Repeat? Commendable Cards»](#) [TC: Bracket»](#) [More»](#)



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Pens score 3 in third to win Atlantic Division | Sharp rejoins Blackhawks | Wild's Heatley gets surgery on left shoulder | Ovechkin scores as Caps claim 5th straight | Islanders win, climb to 7th in East | Stars rally past Kings, move into 9th spot | Bobrovsky's 4th career shutout lifts Jackets | Source: Bruins, Soderberg agree | Murphy | Kovalchuk skates with Devils; no return date | Crosby 'better,' but no timetable for return | Pronman: Post-trade pipeline improvement



Keep Lining Them Up

AP Photo/Paul Chiasson

Montreal found out what the rest of the league is learning: The Capitals are on quite a roll. Recap »

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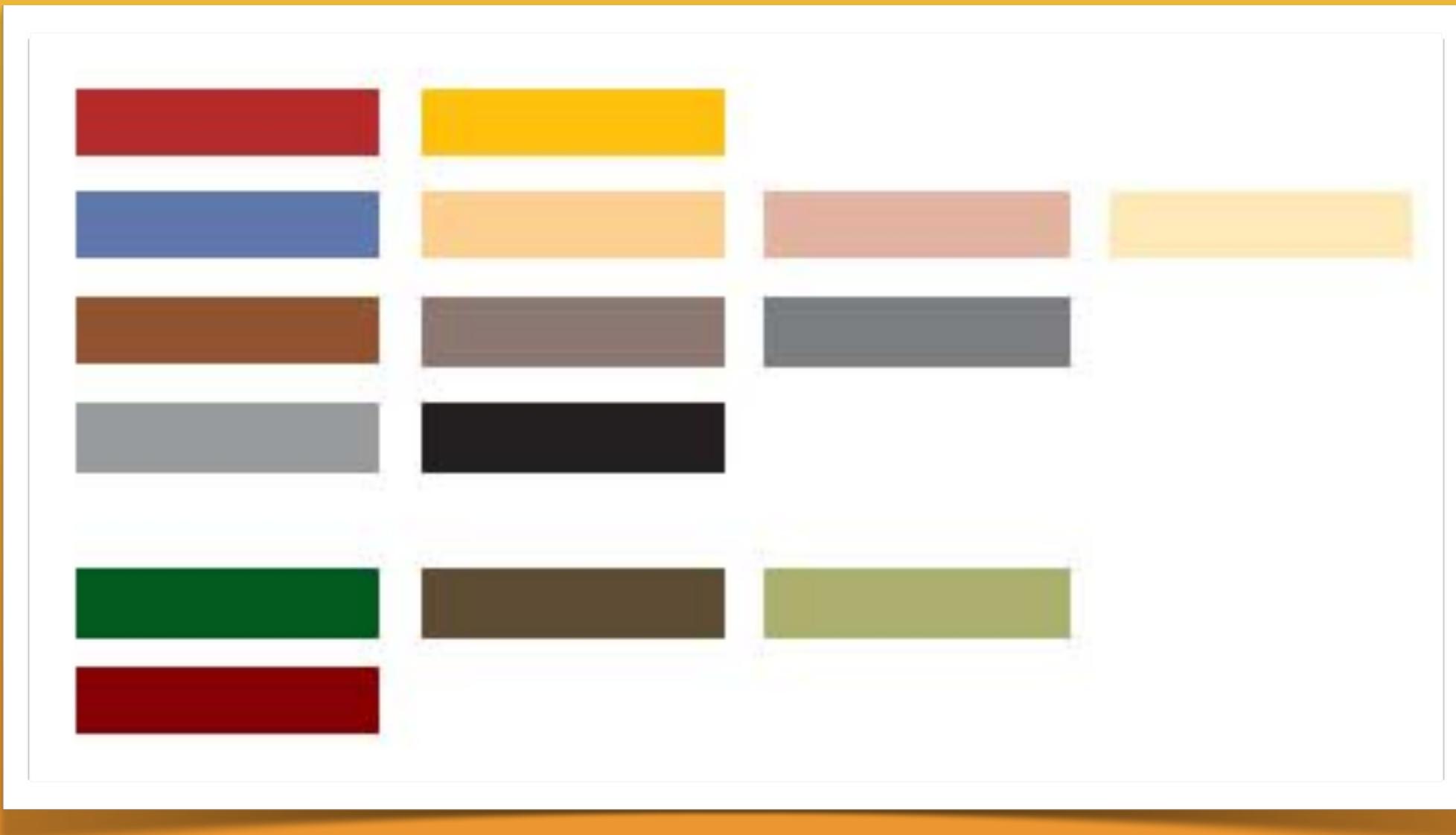
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Building a color palette

- Personality
- Philosophy
- Environment



Philosophy

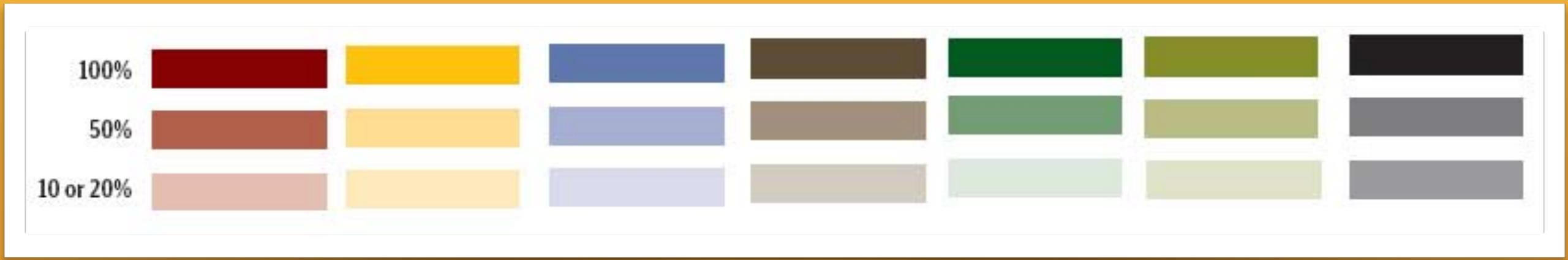


Environment

Colors Re-Grouped



Complete Palette



Post-Work Due Monday

- Examine one news organization's use of color for digital branding/navigation.
 - How does/could color describe their identity?
 - How does/could color help users find content?
 - Two paragraphs + visual examples
- Build a color palette for a news organization (new or existing).
 - Include images that inspire you.
 - Show the iterative process of color choice.
 - Write one paragraph explaining your reasoning.

Questions?

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