

Subject Code: CS3 Computer Science 3
Module Code: 4.0 Best Practices for Web Design and Layout
Lesson Code: 4.1 Color
Time Frame: 30 minutes



TARGET

Time Allocation: 1 min

After completing this module, you are expected to:

- identify best practices in web design and layout, focusing on color schemes;
- identify and understand the importance of colors in web design;
- evaluate a websites' design and layout, especially on color schemes used.



HOOK

Time Allocation: 3 mins

Just like any printed material, a websites' design and layout attracts attention and eventually gains an audience. It also greatly influences user experience and the efficiency of the website to deliver its purpose. Color plays an important role in creating an aesthetically pleasing website.

For a start, visit any of the following websites nominated, evaluated, and featured in CSS Winner ([CSS Winner - Web Design Awards - CSS Award Gallery for Website Design Inspiration - Website Awards](#)) as "**Best Designed**" websites.

Briefly check on its design, theme, and layout. Below are guide questions that may be used to briefly evaluate the websites.

At first glance, do the colors or theme work well together?

Are the components "orchestrated" properly?

Does the website have a consistent feel and appearance or does it feel "piecemeal" constructed?

Opus Grows: <https://www.opusgrows.com/>

Workstack: <https://workstack.io/>


Makespace: <https://makespacegroup.com/>


Wholesale - Opus Grows

opusgrows.com/pages/wholesale

OPUS GROWS

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Mix Zero

BASE


Opus ZERO contains our own special craft cultured compost made of natural materials and brewed using time-honored techniques that take advantage of natural processes and reduce the need for fossil fuels. This sensational compost blend is Opus's own recipe - only found in a bag of Opus Grows® Natural & Organic Premium Growing Mix.



Mix No.3

LUSH HYDROPONICS

Opus Grows Mix #3 is blended for better drainage, perfect for those who water heavy and feed often. Biologically-enhanced soil with Mycorrhizae and a shot of Bio-Top® cultured compost.



Mix No.2

NUTS FOR COCO

Mixed with a high percentage of coconut coir, which some growers prefer. It will hold water longer so less attention is needed.

See all Workstack features - Workstack

workstack.io/features

workstack


Home Features Pricing Contact Login Register

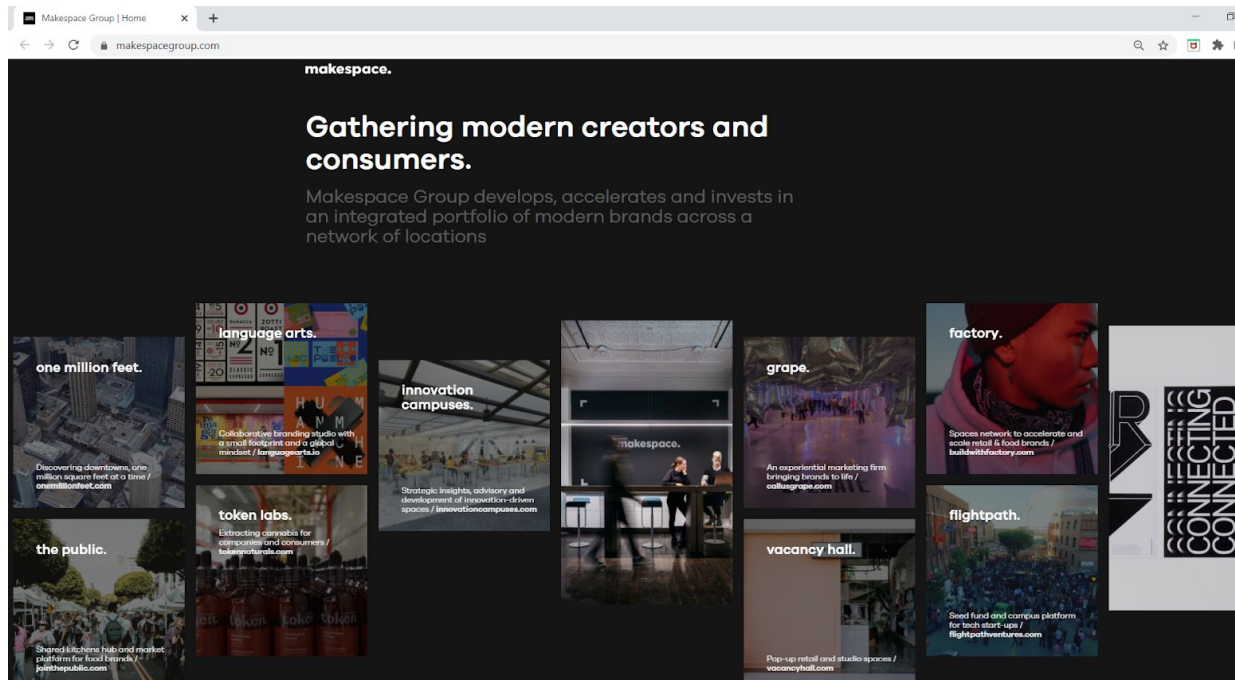
All the tools you need

Plan projects, track time and schedule your team's tasks

Work the way you want to

Workstack let's you view your work either as a todo list or as an intuitive drag and drop schedule so you can get an overview of your entire team's workflow.





Time Allocation: 15 mins

Color is a powerful tool in web design and development. It can be used to

1. attract attention,
2. express meaning,
3. convey a message,
4. group certain elements with common themes,
5. create desire,
6. set the mood and feel, and
7. even earn an audience's loyalty.

Good color choices take careful planning and when done correctly can influence how an audience interprets what they see as much as content and layout.

In choosing the website's color scheme, consider the following:

1. use of company or product's brand colors

It is important to establish the website's unique identity based on the company, product, or service it promotes. Oftentimes, the company's logo influences the color scheme used, either using complementary or contrasting colors.



Figure 1. [BOTANIST公式サイト【ボタニスト】 | シャンプー・トリートメント・スキンケアの通販サイト](https://botanistofficial.com/shop/default.aspx). Notice the company's logo and branding, and how it influenced the color scheme, and the font type, of the website. Since the website promotes an environment-friendly product line, the color scheme used were primarily greens, or anything that conveys nature. (<https://botanistofficial.com/shop/default.aspx>)

2. common color associations

Different emotions and attitudes are oftentimes associated with different colors. However, it's also important to understand that the same color can have different meanings to different people.

Color theory is the practice of using the meaning behind colors to bring about a sensory experience. This practice can be applied to web design with some knowledge and thought.

There are three (3) color groups that are associated with emotions:

- Warm colors, such as red, yellow, and orange, elicit warmth or power.
- Cool colors, like blue, green and purple, give cold or chilly feelings.
- Neutral colors, like grey and brown, don't create much of an emotion. Colors like grey and brown are neutral colors.



Figure 2. [Yourra! – Happy agency](https://yourra.fr/) The website features a Digital and Video Agency, that encourages creative documentation, thus the using warm and “happy” colors, and even fonts, are used in the entirety of the website. (<https://yourra.fr/>)

3. target audience

It is important to identify and consider your target audience’s gender, age, cultural background, or preferences.

On a study by Joe Hallock in which the top three colors chosen by women to be their favorites were blue, purple and green. On the other hand, the top colors for men were blue, green, red and black. It turns out both genders like blue, while women and men are very divided in purple.



Figure 3. [Agus and Monsters](https://www.agusandmonsters.com/en/). A website that contains ebooks for kids, it is consistent with its look and feel; the characters, color scheme, and fonts used are very much similar to that used in their printed series of books. (<https://www.agusandmonsters.com/en/>)

4. color palette

The best website color palettes follow the **60/30/10 rule**. One color is used on 60% of the website and a secondary color is used on 30% of the site. The final 10% should be an accent color - something that contrasts with the two main colors, and is used to highlight important content on the website.



Figure 4. [Global Partners in Education: Home](#). Notice the colors that were used and presented even in just one (1) view screen. Also, even the colors in the image used are of the same color scheme with the text and graphics elements in the page. Perhaps, it may also have been that the color scheme was based on the image itself.

Creating a Mood Board may also help in identifying your key colors and check if they go well together. It is a visual presentation, often a collage of elements, such as images, text, and product samples that you want to include or to be present in the website. It may contain, but not limited to, products or services and branding identity of the company that are to be advertised.

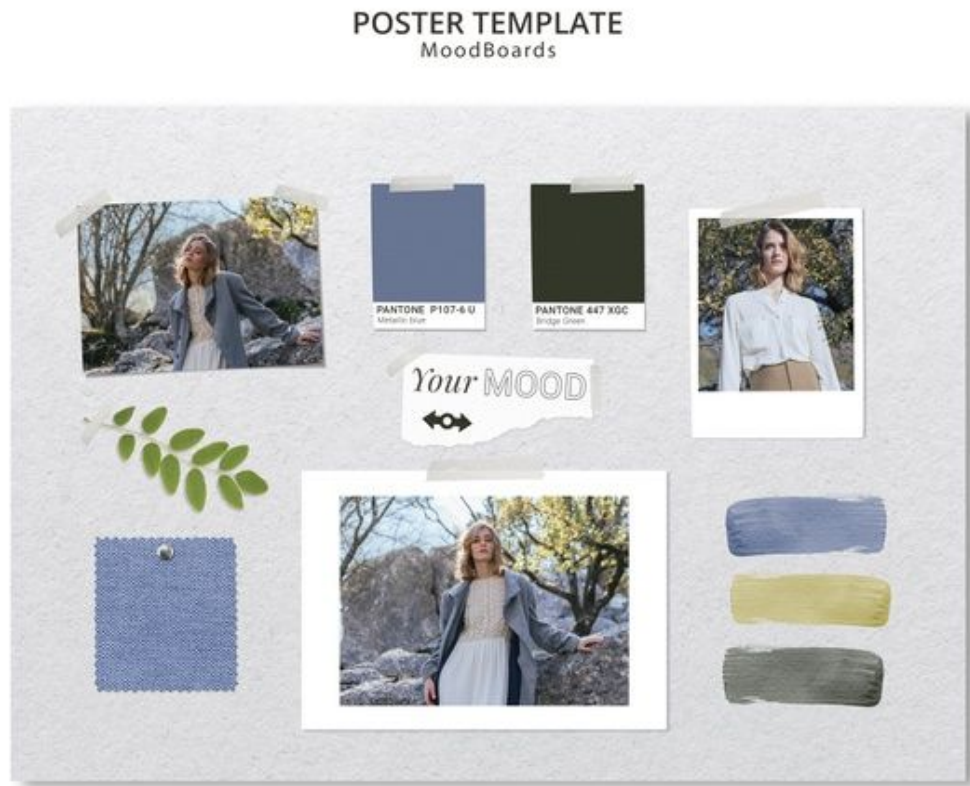


Figure 5. [Moodboard poster template concept | Free PSD File](#). Sample mood board that includes elements to create the look and feel of the website.

There are also several online tools, like Adobe Color Tools ([Adobe Color: Color wheel, a color palette generator](#)), and websites (i.e. [Color Designer - Simple Color Palette Generator](#)) to discover or create your color palettes.

5. text and background colors contrast

To make the text easy to read and to avoid causing eye strain, there must be a high contrast between the text color and the background color. Choose either a dark font color on a light background, or light text on top of a dark background.

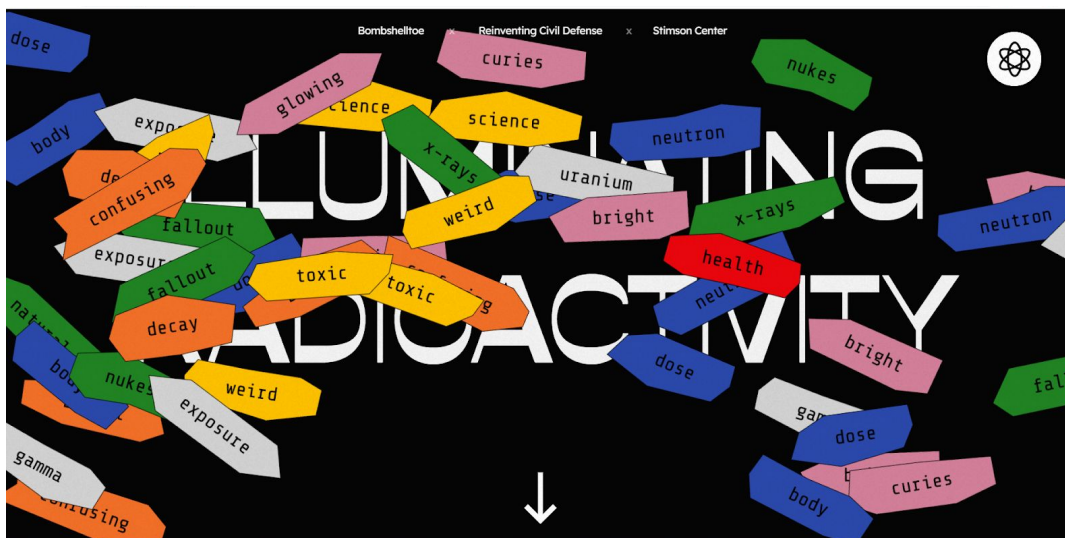


Figure 6. [Illuminating Radioactivity](https://illuminating-radioactivity.com). Though there may be a lot of colors used in this view screen, it is an interactive website that eliminates the other colored elements upon hovering, thus leaving it's main page that has a black background-color and a white font. (<https://illuminating-radioactivity.com>)



Time Allocation: 9 mins

Website Evaluation: non-graded

With your knowledge about the appropriate and effective use of colors in a website, evaluate your choice of website that contains a topic, product, or company of your interest, using the simple evaluation:

Name of the Website	
Link	
Browser/s used	
Check the items that best describes the website's design and layout:	
	Do the colors or theme work well together?
	Are the elements "orchestrated properly"
	Is the product/company branding visually presented?
	Do the colors emulate the appropriate mood and feelings of the content?
	Are the colors age, gender, or culture-appropriate?
	Does the color palette used effectively follow the 60/30/10 Rule?
	Did the website use contrasting colors for its text and background?

	Can the text be easily read and appropriate emphasis were given on text contents, using colors?
	Are the colors effectively used to separate certain sections or portions of the page?
	Does the website have a consistent feel and appearance, emulating “wholeness”?



KNOT

Time Allocation: 2 mins

Color is a powerful tool in web design and development as it creates the unique and “whole” identity of a website and at the same time highlights important parts or contents.

Careful planning and choice of color scheme to create the appropriate theme and mood for the website is crucial as we should consider and stick to the objectives or philosophy of the website and not to “over color” the website.

The colors can stir the visitors’ emotions or respond to a call-to-action on the website. Color also helps us to process and store images more efficiently than colorless (black and white) images.

Thus, a consistent page design and layout is encouraged to make the audience think and feel that he/she is still on the “same page”. This can also allow the audience to get “hooked” in your web site and perhaps make him/her a loyal visitor or customer.

References:

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