

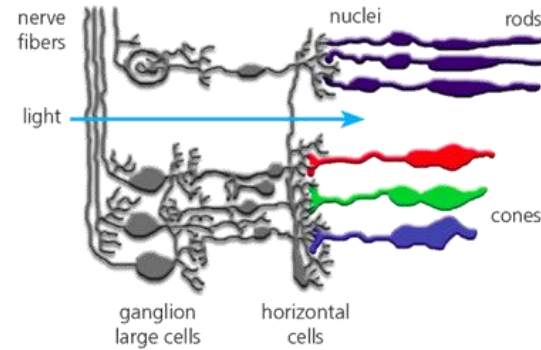
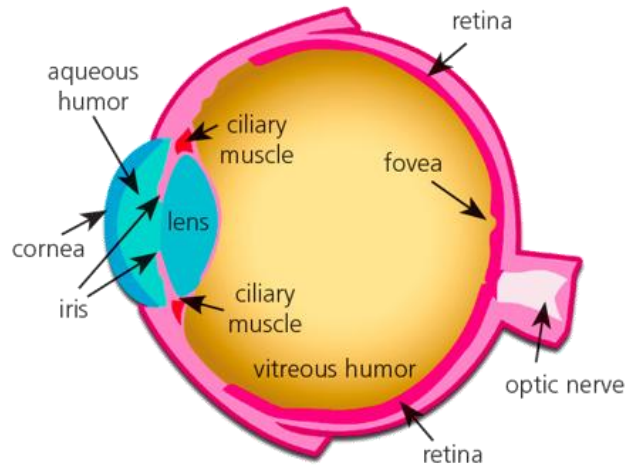


COLOR BLOCK

assistive app for the colorblind

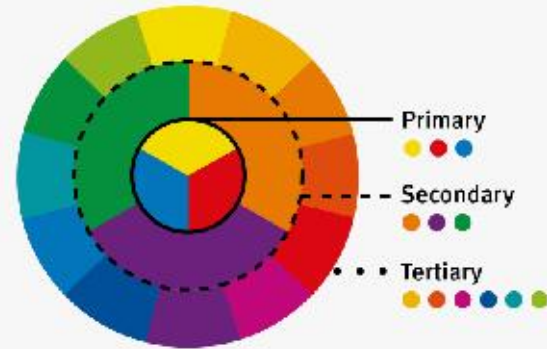
Literature Review

Perception to Everything



Color Groups

The Color Wheel



Primary
Yellow, Red, Blue



Secondary
Orange, Purple, Green
(Primary + Primary)



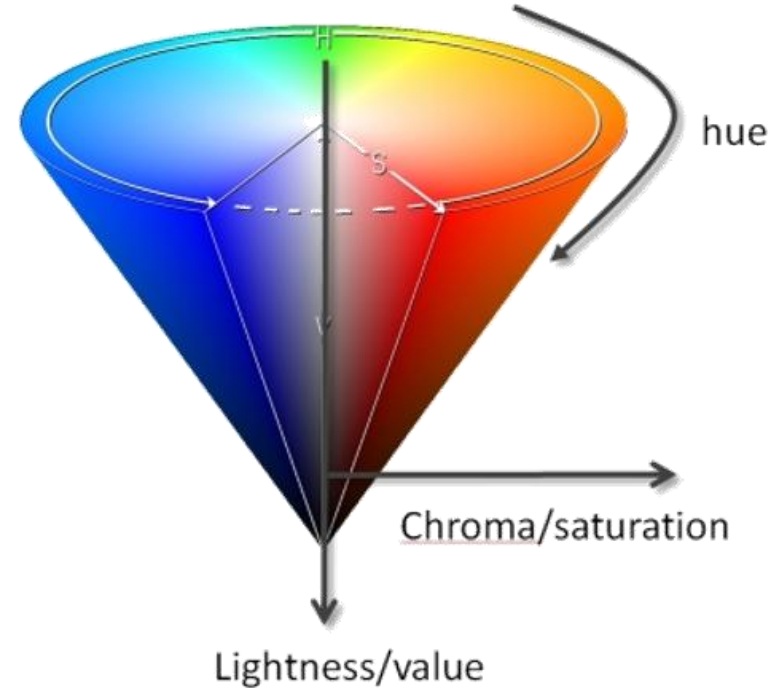
Tertiary
Ex. Yellow-orange
(Primary + Secondary)

Color Characteristics

Hue : The appearance of color itself -blue

Saturation : Purity of Color

Lighting : Brightness of Color



Color Theory

Do the colors go along?

Color Schemes

Monochromatic



Analogous



Complementary



Split-Complementary



Triad



Tetradic



Our *Application*



matching?



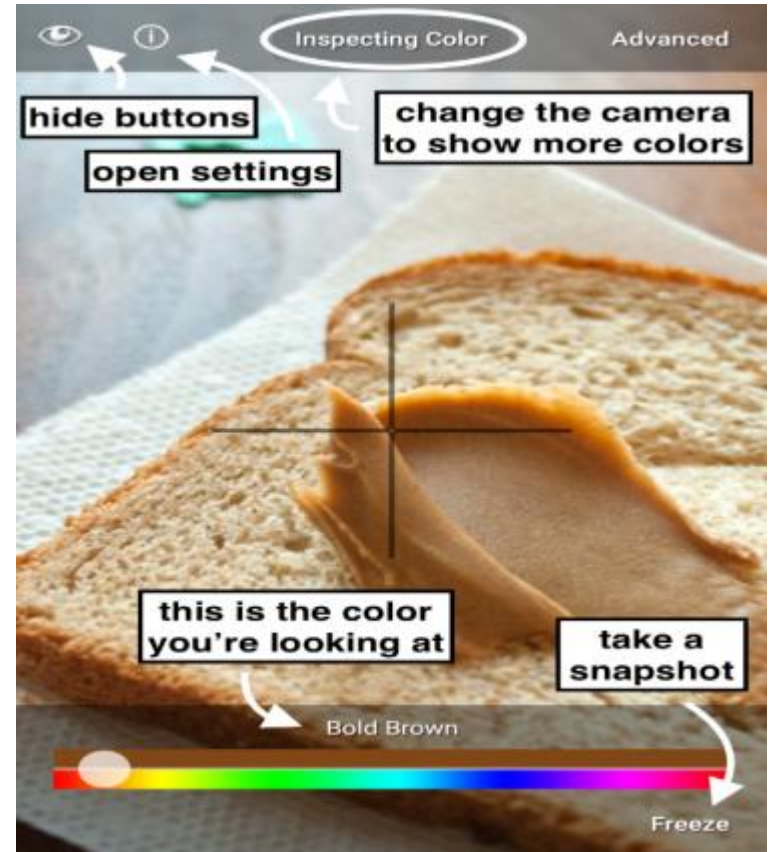
Market Analysis

Color Blind Pal

Easy usage of common color names

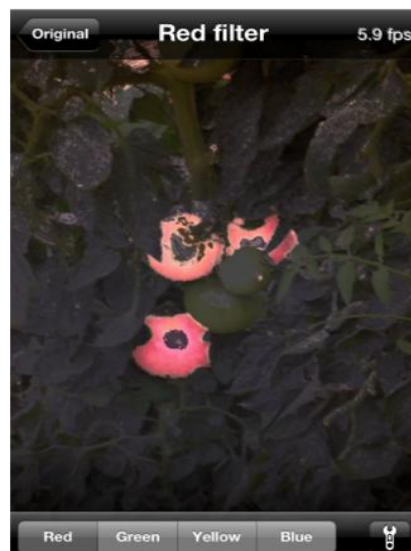
Freeze and inspect

Use the phone as a portal



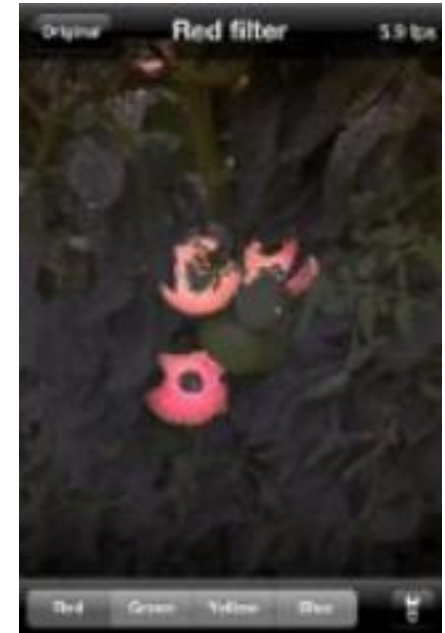
Visolve App

brighter transformations





- *Red-Green transform*
 - *brighter reds // darker greens*
- *Blue-Yellow transform*
 - *brighter blues // darker yellows*
- *Filtering*
 - *darkens all but the specified colors*
- *Hatching*
 - *drawing hatch patterns depending on colors*
- *Saturation increase*



Color Binoculars

- Distinguish colors in everyday lives
- Replacing difficult color combinations
- Supports all types of color blindness



THANK YOU

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