

Design with Color

Outline

- Color perception problems
- Tips for color selection

Design with Color

- Size and spatial frequency also important in perception
 - The higher the spatial frequency the lower the saturation (e.g. chessboard)
- Chromatic adaptation:
 - Illumination changes affect the colours dramatically
 - Human perception adapts to changes
 - Does not perceive those changes *linearly*

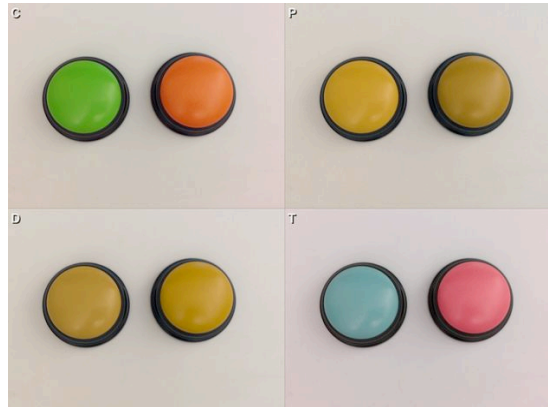
Color perception problems

- Color blindness:
 - Inability to distinguish the colors the same way than non-color impaired people
 - 5-10% of men
 - 1-2% of women
- Most common types of colour blindness are:
 - **Deuteranopia**: Reduced sensitivity to green light.
 - **Protanopia**: Reduced sensitivity to red light.
 - **Tritanopia**: Reduced sensitivity to blue light, not very common.
 - **Achromatopsia**: Cannot see any colour at all. Also not very common.

Color perception problems

- Color blindness simulation:

Original



Deuteranopia
(no G,...)

Pronatopia

- Black with many shades of R
- Dark brown with dark G, orange and R
- Some B with some R, ...
- Mid-G with some oranges

Trinatopia
(no B,...)

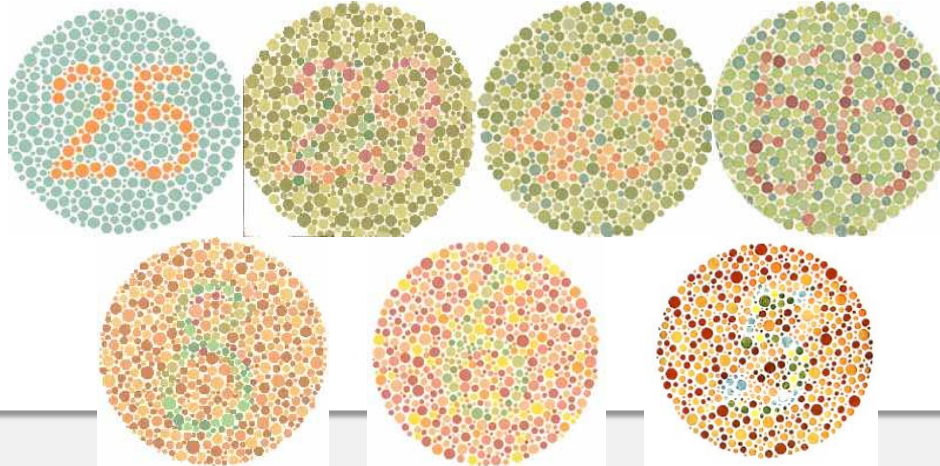
Color perception problems

- Color blindness:

- Inability to distinguish the colors the same way than non-color impaired people
 - 5-10% of men
 - 1-2% of women
- Relatively easy to detect
 - [Ishihara](#) tests

Color perception problems

Ishihara test images



Color perception problems

- Other vision problems:
 - About 4% of the population have low vision (0.6% are blind)
 - Low-vision conditions increase with age
 - Half of people over 50 have some degree of low-vision condition
 - Worldwide, the fastest-growing population is 60+ years
 - Over 40, almost everyone needs corrected vision to clearly see small objects or text
 - Age-related vision problems include macular degeneration, diabetic retinopathy, cataracts, and retinitis pigmentosa

Color perception problems

- Supporting packages and webpages:
 - **Colorblindor**: Color-blindness simulator.
<http://www.color-blindness.com/coblis-color-blindness-simulator/>
 - **Chromatic Vision Simulator**: Simulates three forms of colour deficiencies: Protanopia, Deuteranopia and Tritanopia.
 - Available for Android and iOS
 - **VisionSim**: Developed by the Braille Institute. It simulates a variety of low-vision conditions.
 - Available for Android and iOS

Tips for color selection

- **Color friendly design**:
 - Exaggerate lightness differences between foreground and background colors
 - Avoid using adjacent colors of similar lightness
 - Contrast dark colors against light colors
 - Content areas should be monochromatic with the font color and background at the opposite ends of the color saturation poles
 - Elements of navigation, headers and sub-headers, require some extra visual enhancement

Tips for color selection

- Color design rules:

- If you want different objects of the same color to look the same, make sure that the **background**--the color that surrounds them--is **consistent**



Tips for color selection

- Color design rules:

- If you want objects to be easily seen, use a background color that contrasts sufficiently with the object
 - Contrast "dark" colors against "light" color



Tips for color selection

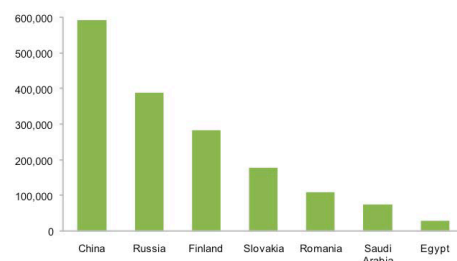
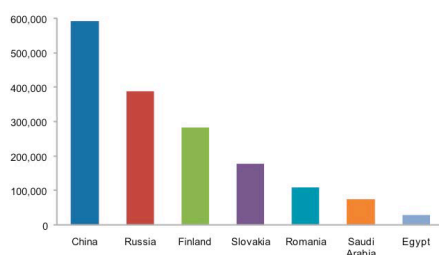
- Color design rules:

- Use color only when needed to serve a particular communication goal.

Tips for color selection

- Color design rules:

- Use different colors only when they correspond to differences of meaning in the data.
 - Highlight particular data, group items, encode quantitative values...



Tips for color selection

- Color design rules:

- Use soft, natural colors to display most information and bright and/or dark colors to highlight information that requires greater attention.



Tips for color selection

- Color design rules (palettes):

- When using color to encode a sequential range of quantitative values:
 - Use a **single hue** (or a small set of closely related hues) and **vary intensity** ..
 - ...from pale colors for low values ...
 - ...to increasingly darker and brighter colors for high values

Tips for color selection

- Color design rules: Color palettes

Categorical



No order required

Sequential



Order required but no neutral value

Diverging



Order required **and** neutral value

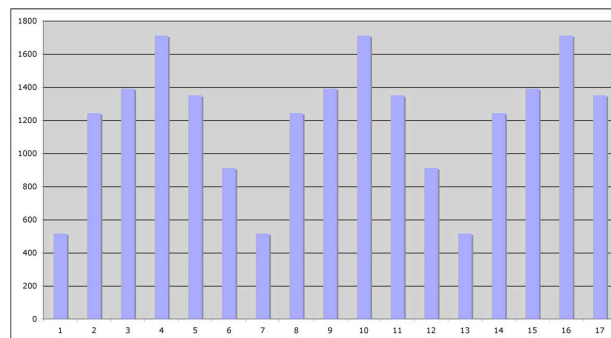
Tips for color selection

- Color design rules:

- Non-data components of tables and graphs should be displayed just visibly enough to perform their role, but no more so, for excessive salience could cause them to distract attention from the data

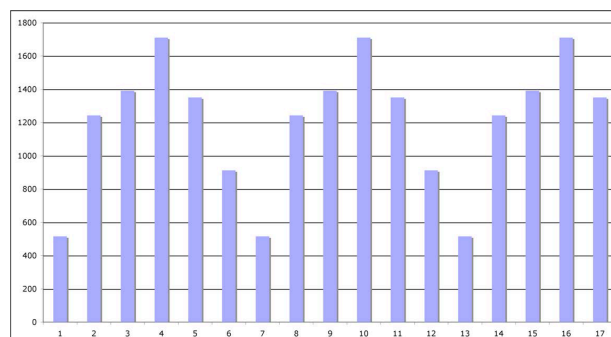
Tips for color selection

- Color design rules:
 - De-emphasizing...



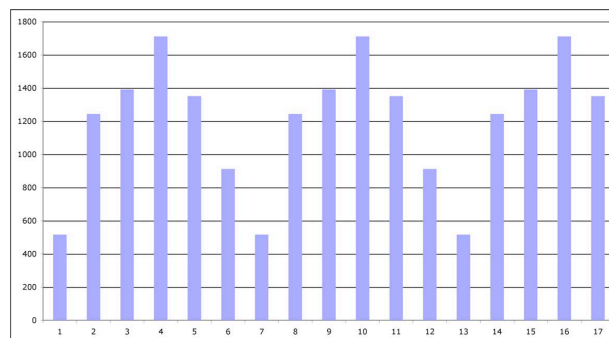
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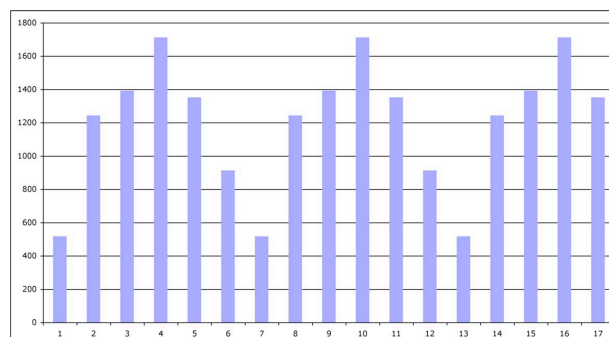
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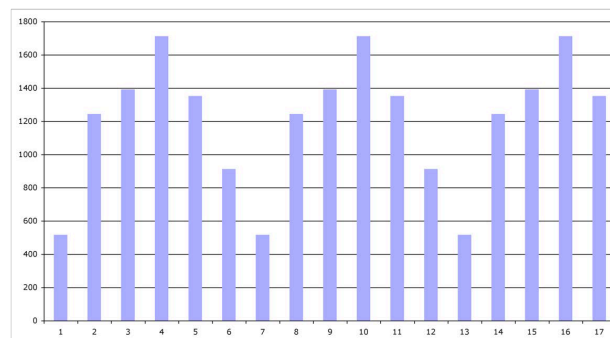
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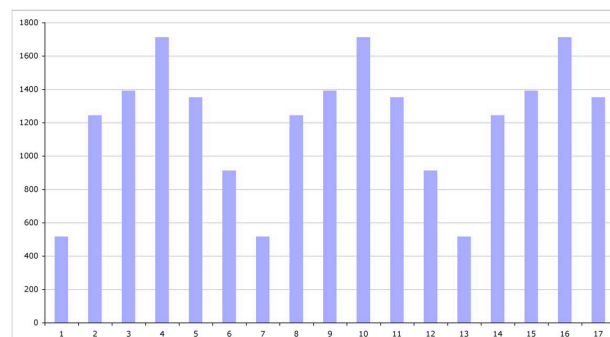
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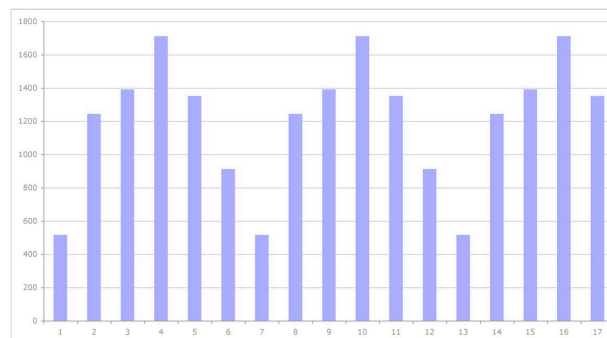
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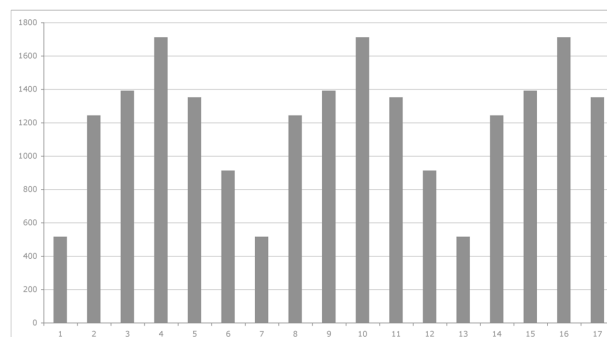
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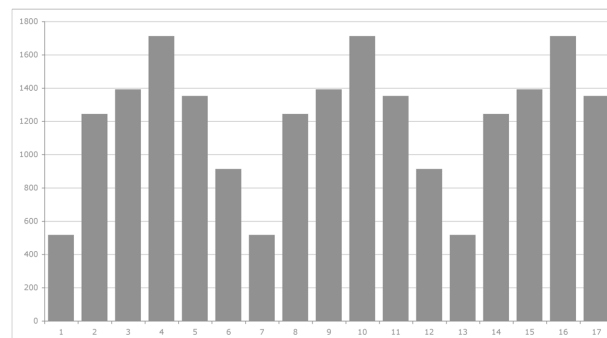
Tips for color selection

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 - De-emphasizing...



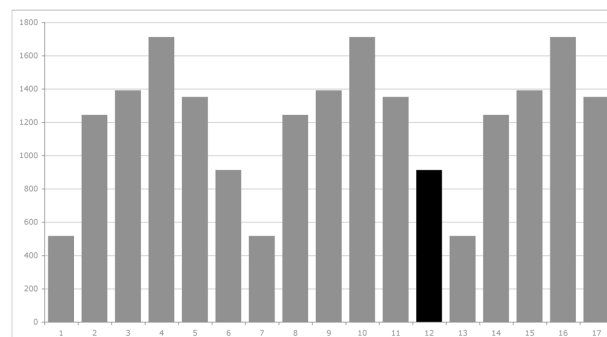
Tips for color selection

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 - De-emphasizing...



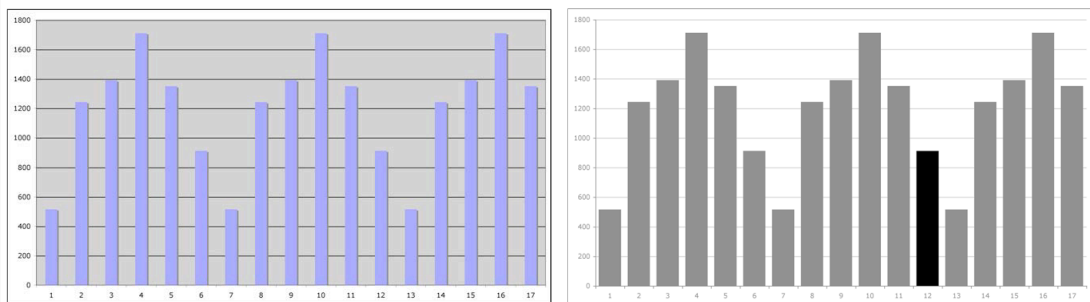
Tips for color selection

- Color design rules:
 - De-emphasizing...



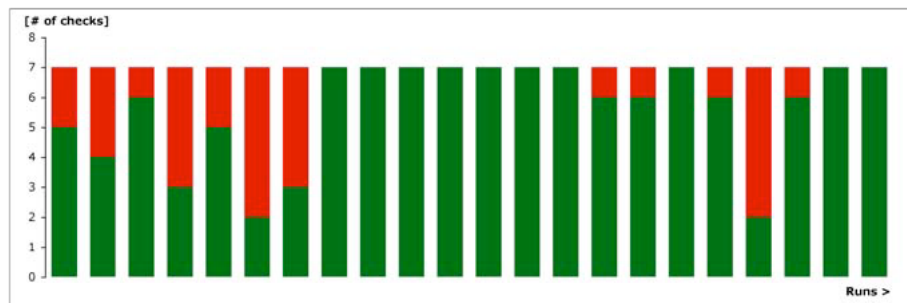
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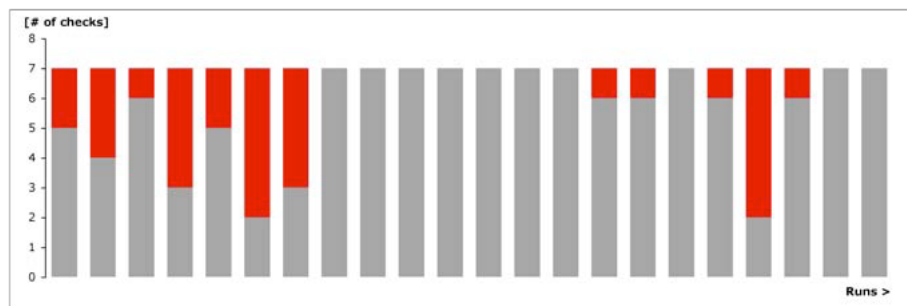
Tips for color selection

- Color design rules:
 - Avoid using a combination of red and green in the same display



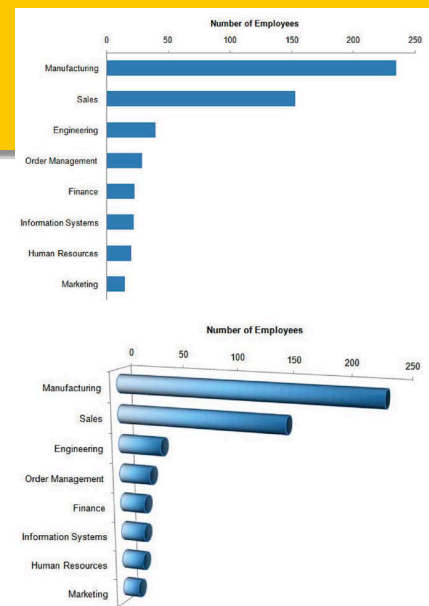
Tips for color selection

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Tips for color selection

- Color design rules:
 - Avoid using visual effects in graphs



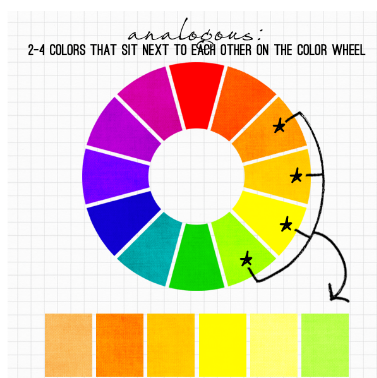
Tips for color selection

- Use opposite colors



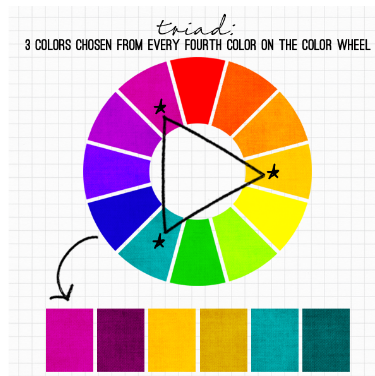
Tips for color selection

- Analogous colors



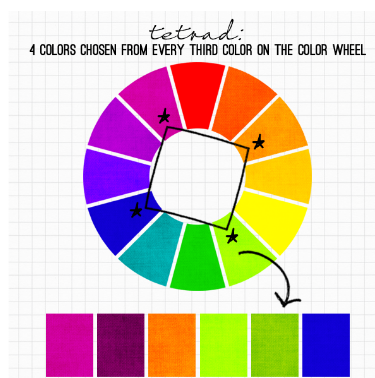
Tips for color selection

- Triad relationship



Tips for color selection

- Tetrad relationship



Design with Color