

HCI 4/9

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Color: Cultural Factors

- Colors have different connotations for different cultures
 - Red is a warning color in western cultures, but means good luck in China
 - Eastern cultures wear white at funerals, western cultures wear white at weddings
- Color terms are important for picking color schemes
 - Colors can be called different things in different cultures
 - You can have “rose” in your color scheme, but does “rose” mean the same thing to everyone?
 - Useful for users to communicate with themselves/each other using words that are common in their languages
- Different cultures can even have a different number of “basic” colors
- Want color to be aesthetically pleasing and informatively helpful

Guidelines

- Cognition of color is mainly categorical
 - It should be used in an object oriented way rather than a pixel oriented way
 - Shouldn't rely on color to convey shape
- The perception of color is concentrated on our central vision, not our peripheral vision
 - We distinguish color in direct relation to object size for monohued objects