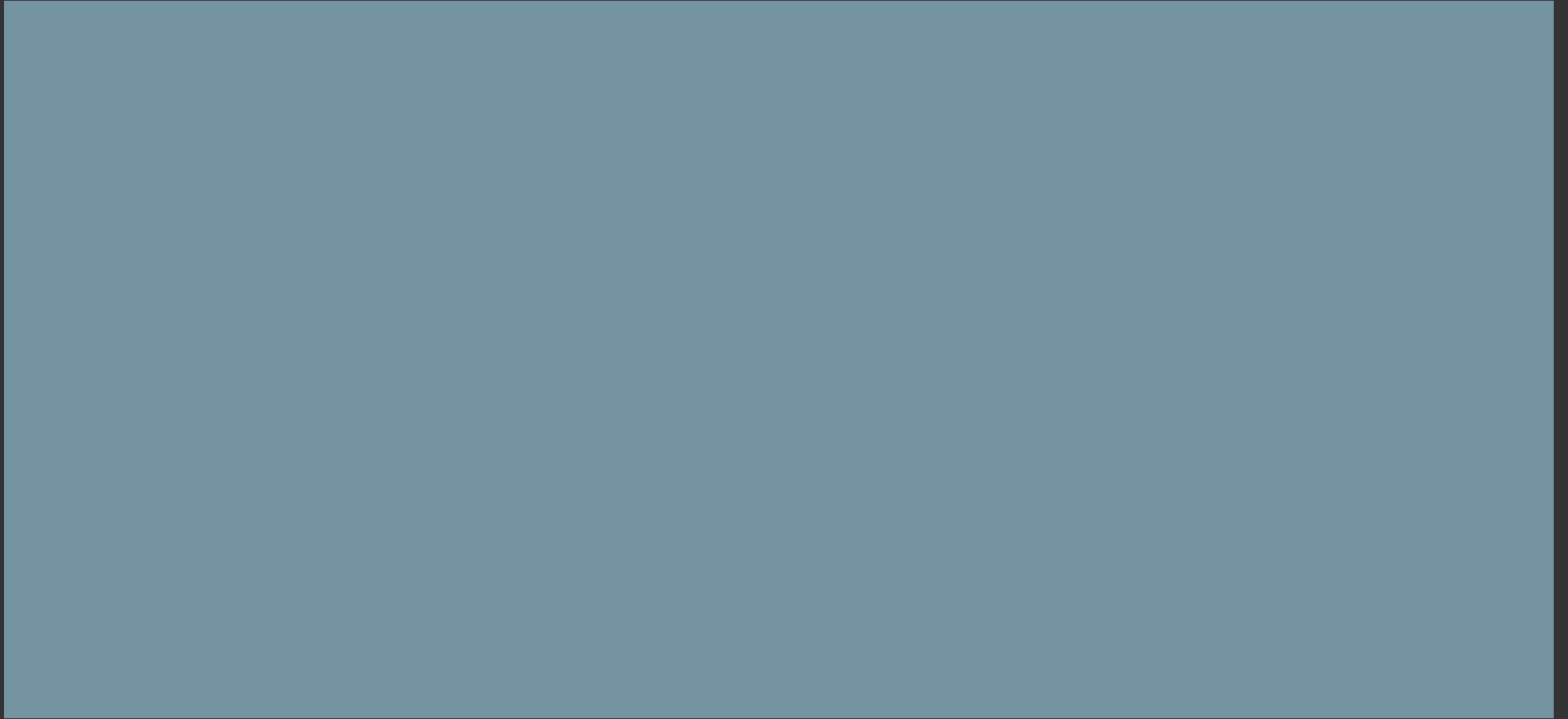


UI Design and Prototyping

Margit Tennosaar

Does color matter?

Describe feeling



How this color makes you feel?

Describe feeling

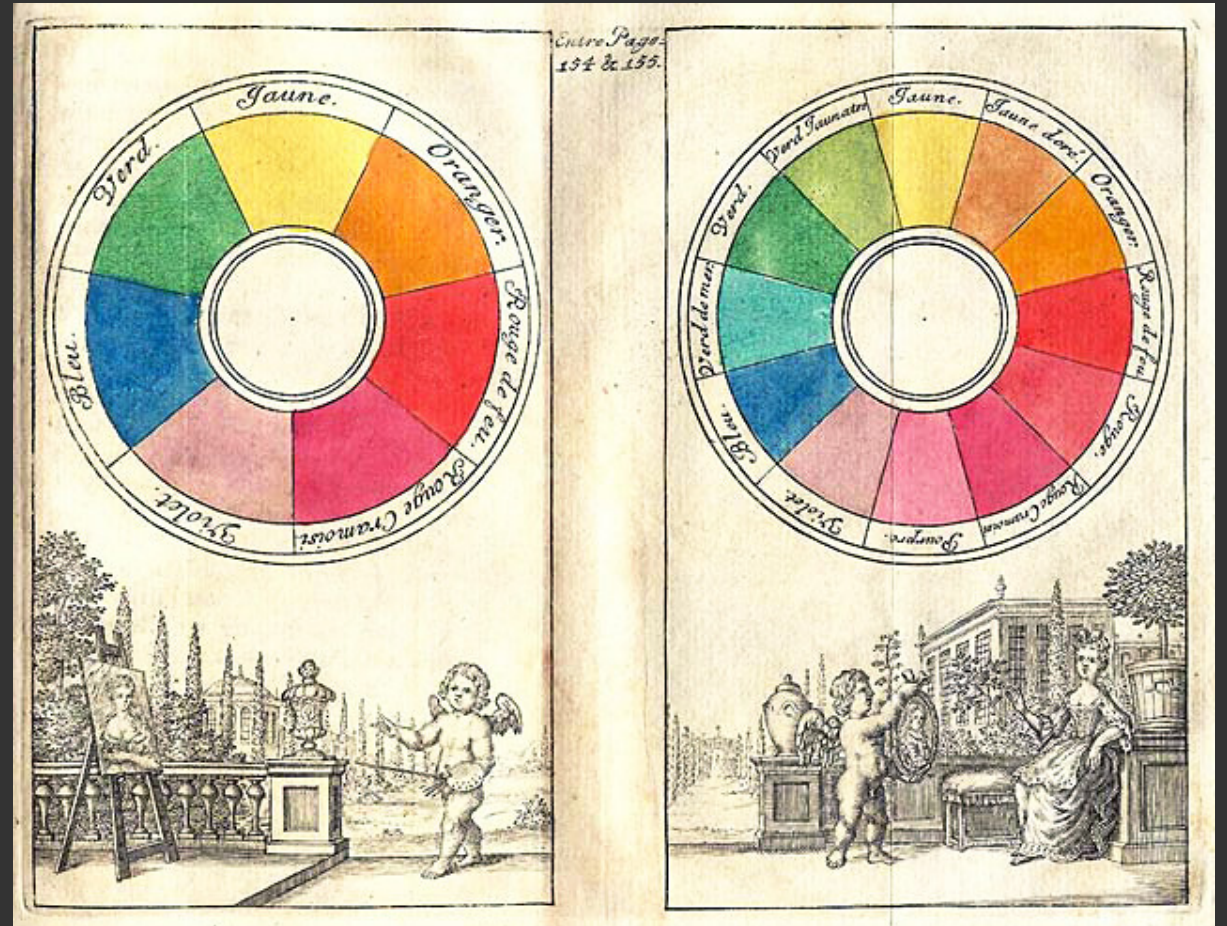


And this one?

A solid orange vertical bar is positioned on the far left side of the image, extending from the top to the bottom.

Colors do matter!

A **color wheel** or color circle is an abstract illustrative organization of color hues around a circle, which shows the relationships between primary colors, secondary colors, tertiary colors, etc.

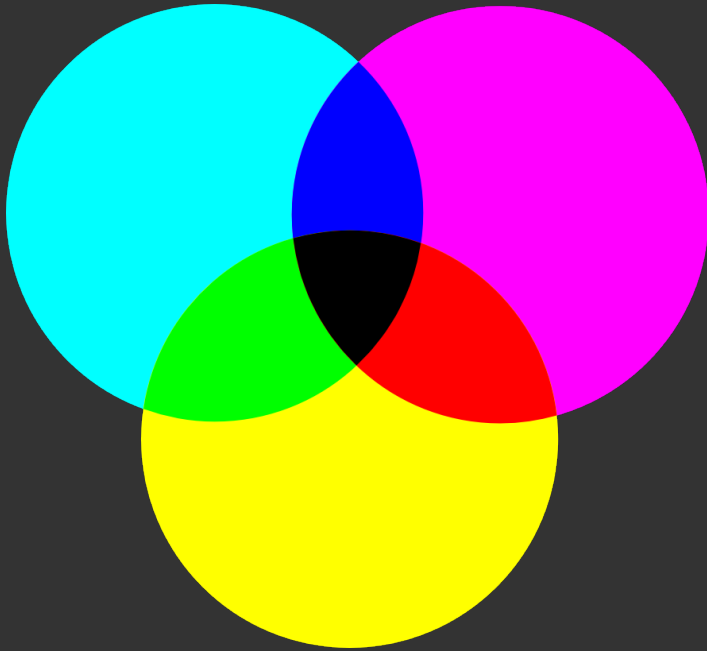


Boutet's 7-color and 12-color color circles from 1708

Primary colors

Primary colors cannot be created by mixing other colors together.

CMYK and **RGB**



Secondary colors

Secondary colors are formed by **mixing two** primary colors: blue and yellow make green, red and yellow make orange.

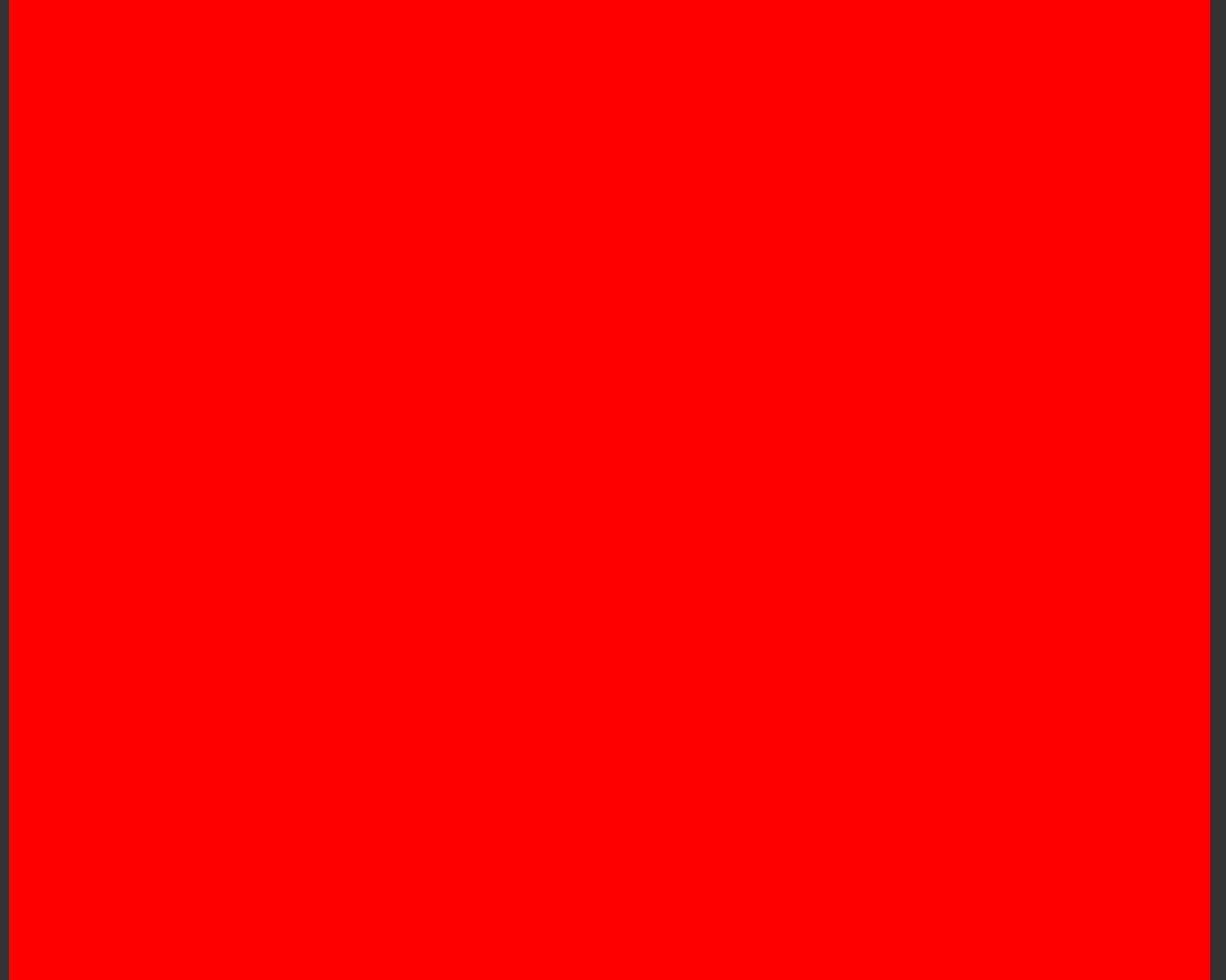
Tertiary colors are derived by combining **primary** and **secondary** colors: blue-green or red-orange.



Color psychology

Red

For Danger, Passion,
Excitement & Energy



Color of passion and drama

Orange

Fresh, Youthful,
Creative &
Adventurous



Color of encouragement

Yellow

Optimistic, Cheerful,
Playful & Happy



Color of optimism

Blue

Communicative,
Trustworthy, Calming &
Depressed



Color of trust

Green

Natural, Vitality, Prestige
& Wealth



Color of growth and health

Brown

Organic, Wholesome,
Simple & Honest



Color of the earth

Purple

Royalty, Majesty,
Spiritual & Mysterious



Color of spirituality

White

Purity, Simplicity,
Innocence & Minimalism



Color of simplicity

Black

Sophisticated, Formal,
Luxurious & Sorrowful



Color of mystery

Cultural differences!

Red is the color of good luck and celebration in China but a color of mourning in South Africa

Yellow is sacred and auspicious in China and India, but the color of mourning in Egypt

Green is associated with wealth and prestige in Saudi Arabia but traditionally a forbidden color in Indonesia In Belgium

Blue, in Belgium, was traditionally the color for baby girls, while **pink** is for baby boys; in the rest of the world it is the opposite, pink for baby girls and blue for baby boys.

How to choose colors?

Monochrome

Complementary

Analogous

Triadic

Monochromatic

Monochromatic color schemes are easy to create because they use **only one color**.

Monochromatic schemes use different tones from the same angle on the color wheel (the **same hue**).



Complementary

Complementary schemes are created by combining colors from **opposite sides** of the color wheel.



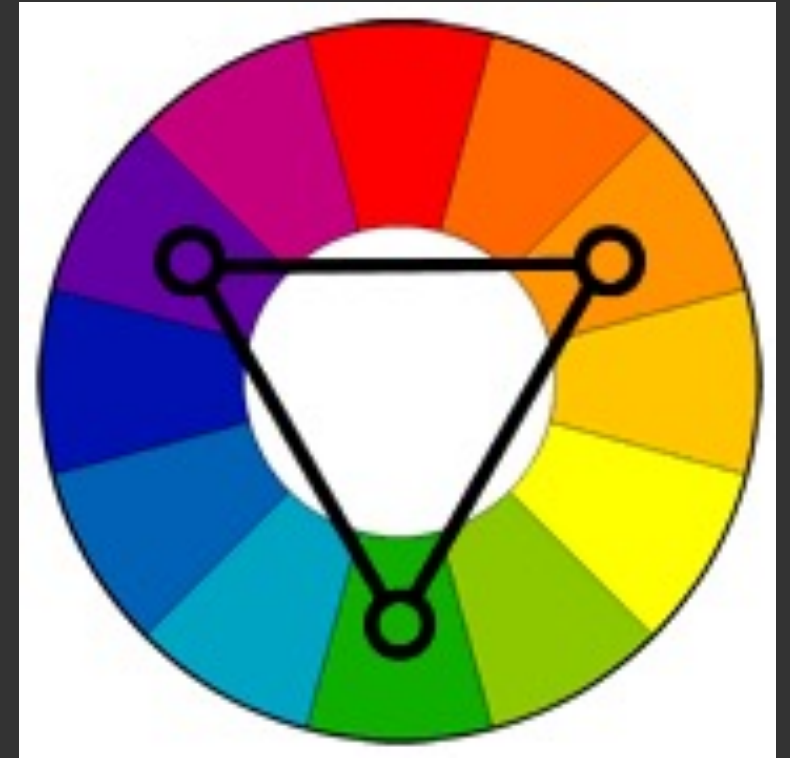
Analogous

Analogous color schemes are created by using colors that are **next to each other** on the color wheel.



Triadic

Triadic schemes are made up of hues
equally spaced around the color wheel.



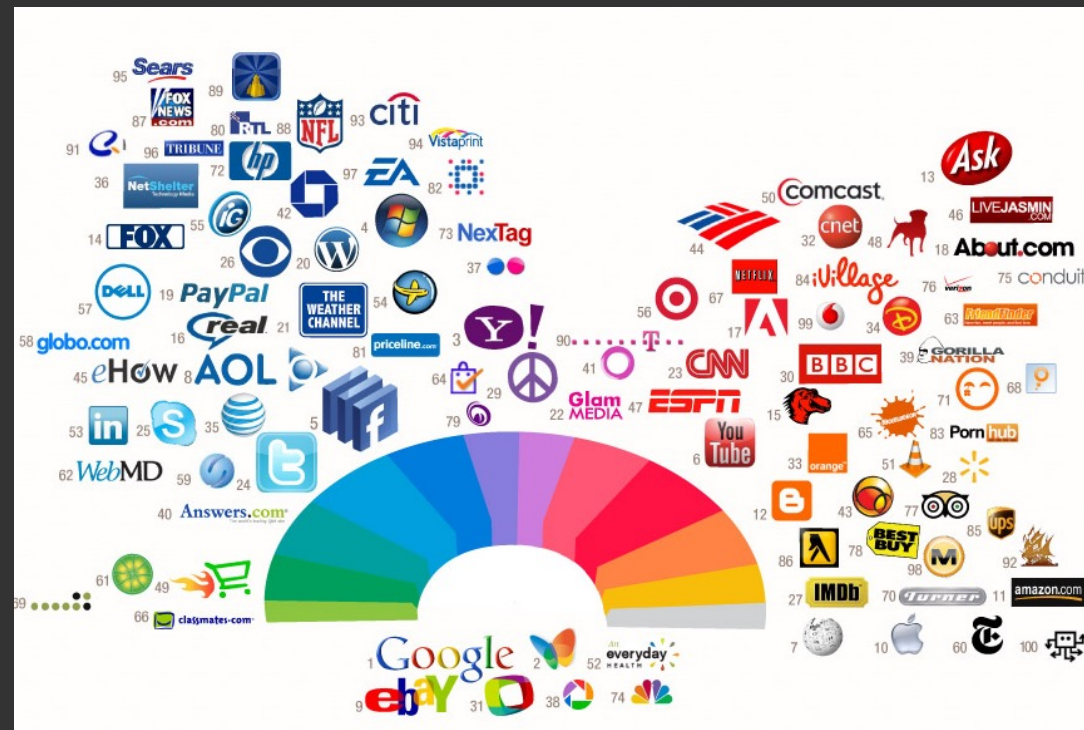
Try yourself

<https://colorsupplyyy.com>

Brand colors

<https://brandcolors.net/>

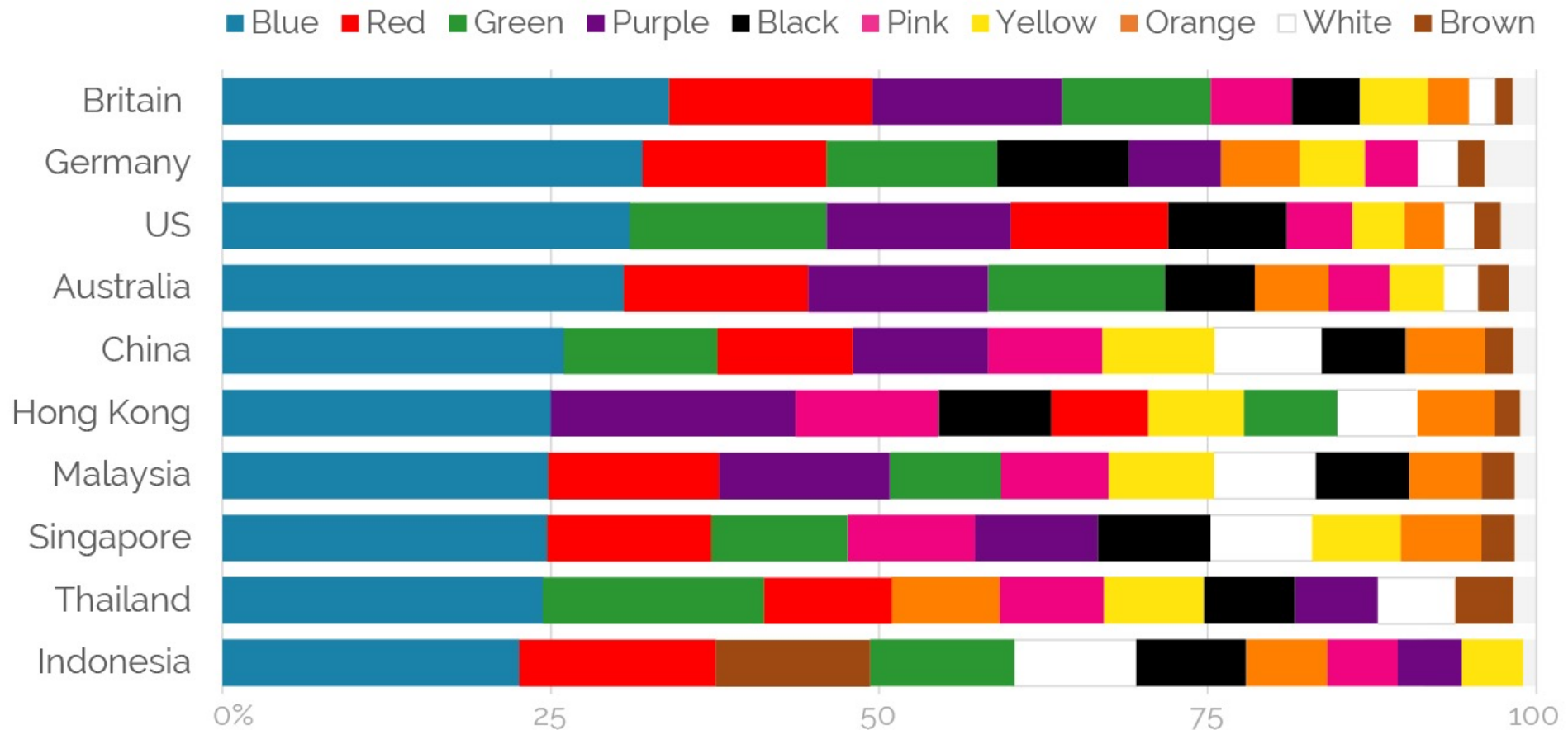
<https://99designs.com/logo-design/psychology-of-color>



Most favourite color?

Blue planet

Which one of the colors listed below do you like the most?



Home task

- Start thinking what color could describe you best
- Decide what your future portfolio colors should be
- Try different color scheme generators to see possible variations.

Color Scheme generators

<https://color.adobe.com/create/color-wheel/>

<https://colors.co/app>

<https://www.color-hex.com/color-palettes/>

<https://www.canva.com/color-palette/>

<https://palettegenerator.com/>