

## Assignment 1

### Task 3



#### Gestalt Principles:

- Similarity:
  - negative/positive aspects are grouped by colors,
  - blue/green for positive, red/orange for negative
  - visualisation: aspects are grouped (left negative, right positive)
- Symmetry:
  - Bilateral graph
- Connectedness:
  - The line in the middle is connection the left (red) and right (blue) side
  - one element with two separated sides and a connection-line in between

#### Rainbow color scale:



#### Problems:

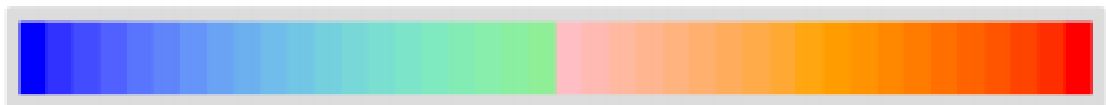
- It is cyclic and not ordered
- The “edges” left/right seems darker then the middle, cause the central colors
- Abruptly changing luminance

- Hard to see the different of colors especially in the bright middle (bright blue, greenblue, green, yellowgreen, yellow) ... the green is hard to see
- and “dark” edges, it is dark blue (left), and dark red
  - In contrast to the middle, there are visually no difference visible
  - If both edges are ripped of the hue values are more visible

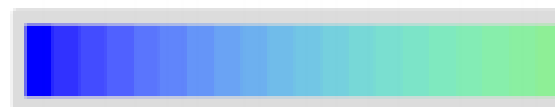


Solution:

- Changing the colors order, for a cleaner cut and targeting the cycle problem



- Using only one color palette



- Or a more contrast scale

