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MULTIMEDIA DESIGN WK 3

1.SCINARIO ANALYSUIS:

In an e-learning module, a triadic color scheme is applied using blue, orange, and green to create visual balance and engagement. Blue is used for backgrounds and navigation bars to promote calmness, trust, and focus, which helps learners stay relaxed while studying. Orange highlights buttons, icons, and key actions, encouraging interaction and motivation. Green is applied to progress indicators and success messages, creating a sense of growth and achievement. This balanced use of color prevents visual overload while maintaining interest.

A mix of serif and sans-serif fonts improves readability and hierarchy. Serif fonts are used for headings to convey professionalism, structure, and academic credibility. Sans-serif fonts are used for body text and instructions because they are clean, modern, and easy to read on screens. Together, these design choices enhance emotional comfort, guide attention, and improve comprehension, resulting in an effective and user-friendly e-learning experience.

2.CONCEPT RESEARCH:

Color blindness affects how users perceive colors, impacting readability and usability in digital design. Deuteranomaly, a common type, reduces sensitivity to green light, making red and green appear similar. Protanopia affects red perception, while tritanopia affects blue and yellow distinction. To adapt typography for color-blind users, designers should avoid relying on color alone to convey meaning. High contrast between text and background, such as dark gray text on a white background, improves readability. Using bold fonts, underlines, icons, and labels as visual cues helps replace color dependence. These adaptations ensure inclusive, accessible, and user-friendly interfaces.

3.TOOL PRACTICE:

Using GIMP or Photoshop, I adjusted the hue and saturation of a sample image to improve visual clarity and emotional tone. Increasing saturation made key elements more vibrant and engaging, while reducing overly strong hues prevented eye strain. Adjusting hue helped correct color balance and create a more natural appearance. I then added typed text using a clean sans-serif font and ensured strong contrast between the text and

background for readability. These changes improved the image's visual appeal, guided viewer attention, and enhanced communication. The exercise demonstrated how color and typography adjustments can significantly impact usability and message effectiveness in digital design.

4.APPLICATION PRACTICE:

I designed a fictional brand called *BrightLearn* and created its color palette and font pairing using paper or Draw.io. The palette includes deep blue for trust and reliability, yellow for energy and optimism, and soft gray for balance and neutrality. For typography, I paired a bold sans-serif font for headings with a clean, readable serif font for body text. This combination creates strong visual hierarchy and improves readability across digital materials. Integrating the color palette and font pair ensures brand consistency, strengthens recognition, and supports emotional connection with users. The design choices align the brand's educational purpose with clarity, professionalism, and engagement.

BRIGHTLEARN

COLOR PALETTE & FONT PAIRING

Color Palette

- #355ca7
- #f7c744
- #eaecf

- Deep Blue for trust, Yellow for energy,
- Soft Gray for balance

Font Pairing

- Friendly Sans Bold**
- Readable Serif Regular

Heading

Friendly Sans Bold

Body

Readable Serif Regular

- Bold sans-serif for headings
- Clean serif for body text