

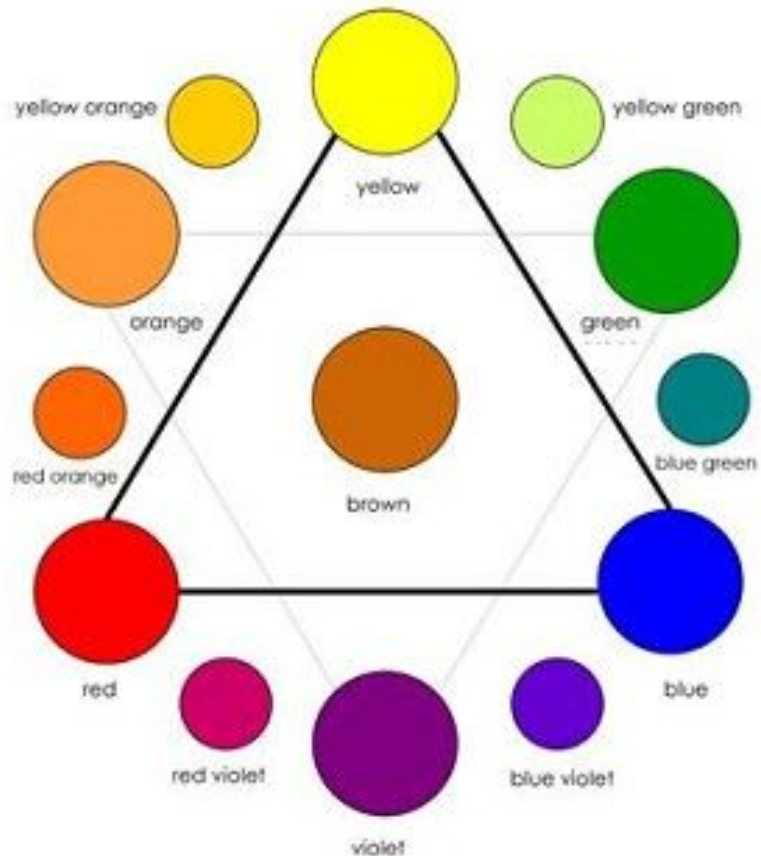
Week 04

# Color Theory



my attempt at replicating "Nantucket Dream" by Karen Mathison Schmidt (both 2012)

## The Color Wheel



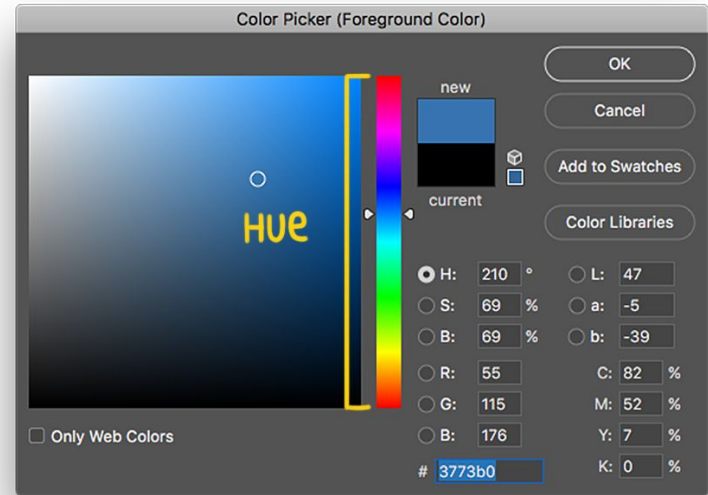


**HUE.**

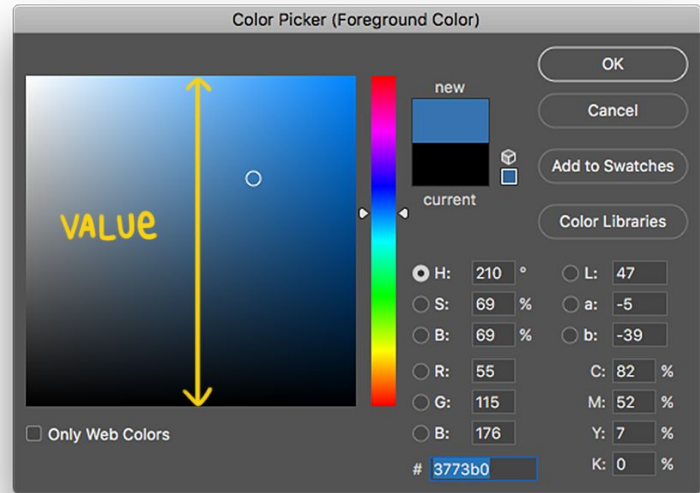
**VALUE.**

**SATURATION.**

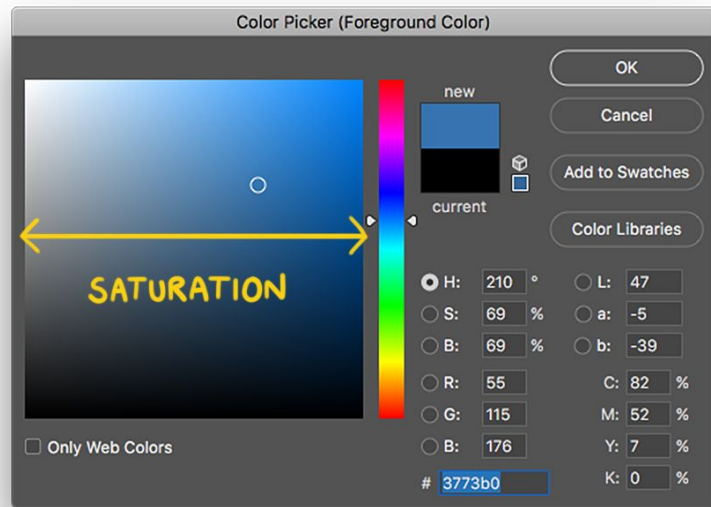
Hue is what  
colors are.



Value is how  
**bright** a color is.



Saturation is  
how */intense/* a  
color is.



SATURATION



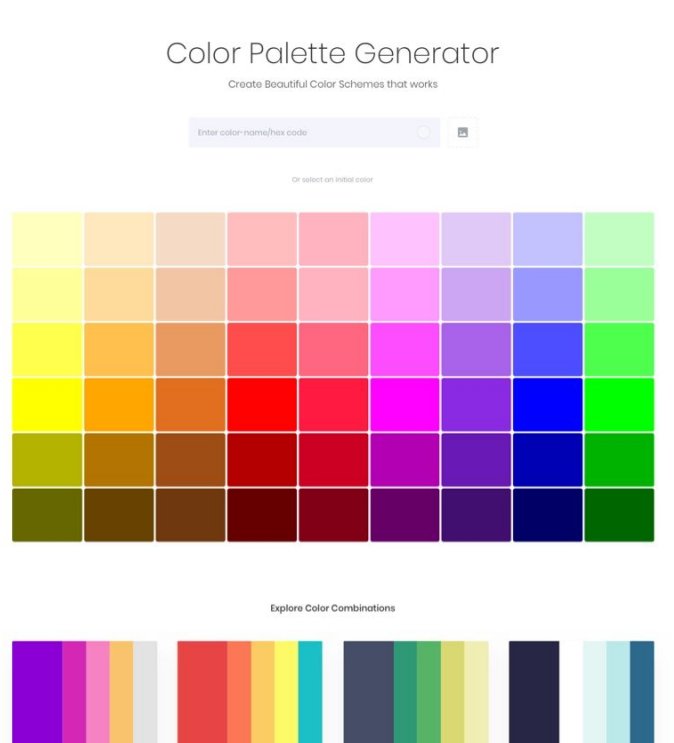
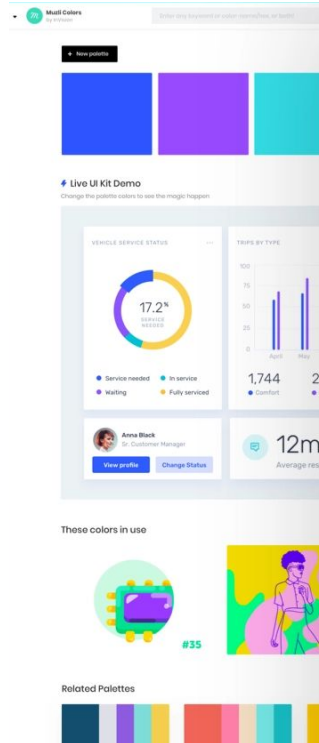
SHADE

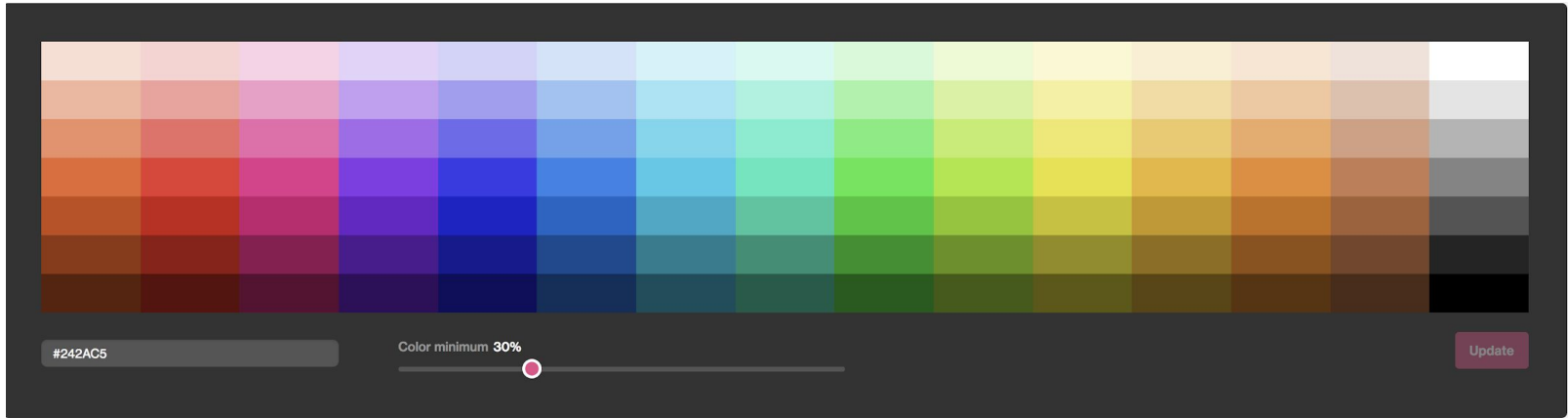


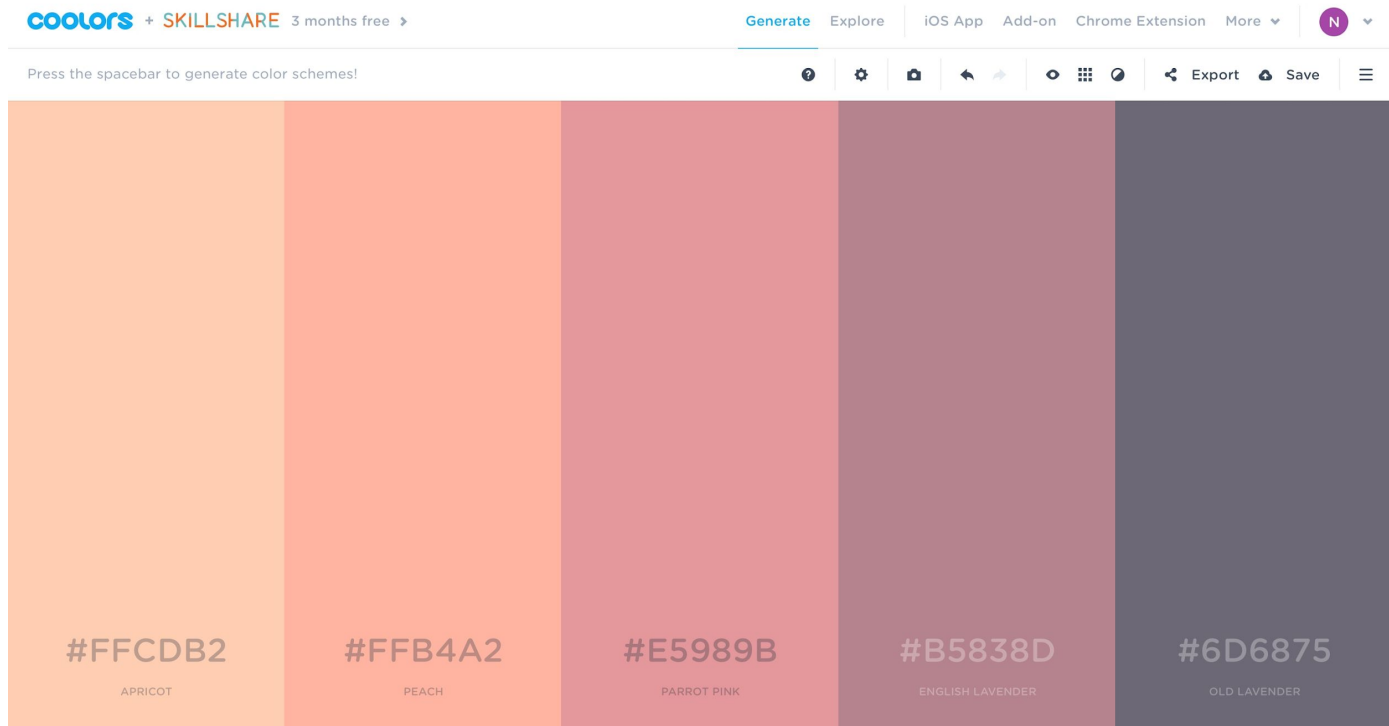
TINT



**So how do you pick what colors to use?**








<https://coolors.co/>

Web Design DeCal Fall 2020

Gradients.io

 @lukedesigner



Ocean Blue  
#2E3192 → #1BFFFF



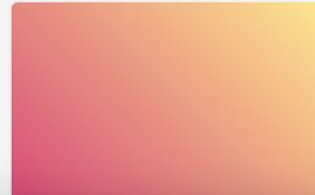
Sanguine  
#D4145A → #FBB03B



Luscious Lime  
#009245 → #FCEE21



Purple Lake  
#662D8C → #ED1E79

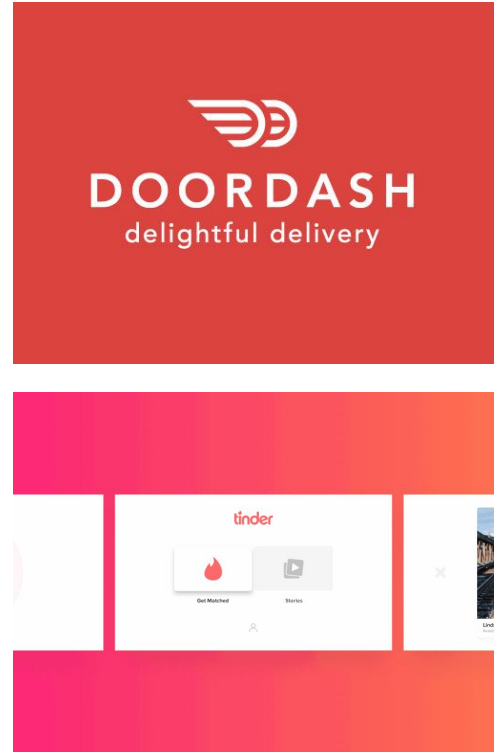


<http://gradients.io/>

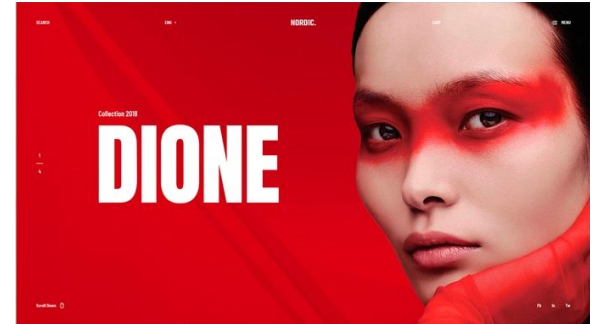
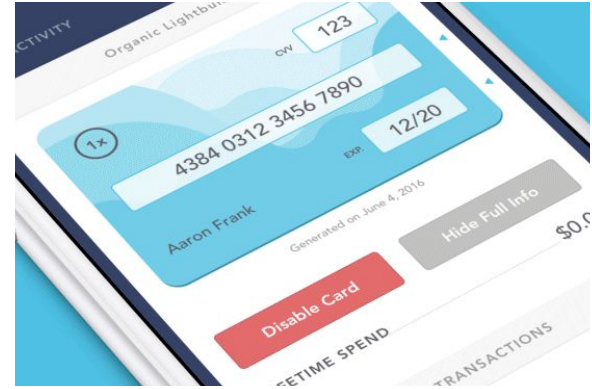
Web Design DeCal Fall 2020

Red is a very **emotionally intense** color.

it connects to our urges to order that pizza because **i'm hungry** and continue swiping right in hopes **of** love oh god im so lonely.

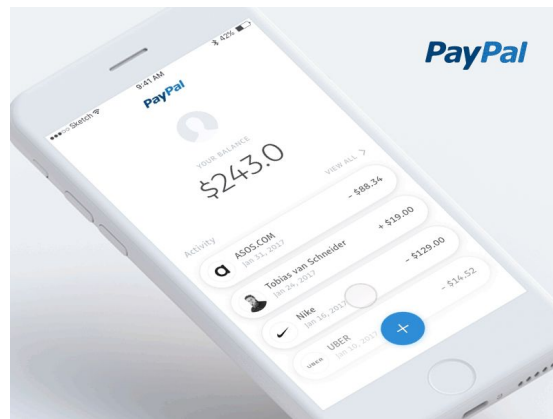
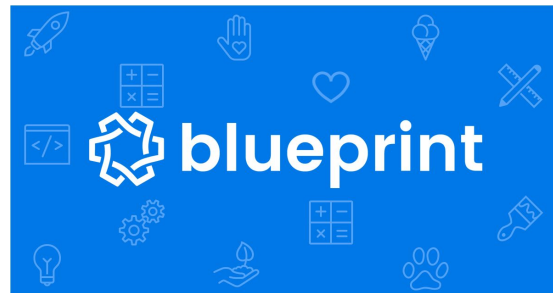


Use for important actions in  
UX, or expressing **strong,**  
**bold** emotions in design.



Blue is a very **reliable** and **calm** color.

It's a very neutral color that's much **easier on the eyes** than red or yellow. Generally suitable for many general-purpose websites -- it builds **trust and rapport** with your users.





Yellow is a **bright and creative** color.

It's a very vibrant and attention-grabbing color that is used in association to **trendiness** and **quick decision making**.



amazon

Qty: 1



or 1-Click Checkout



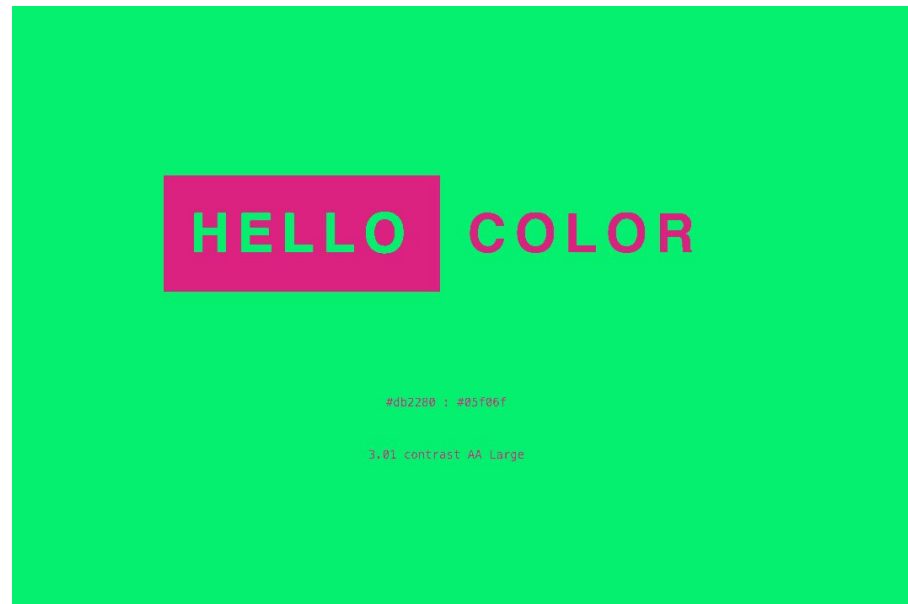
Order within 22hr 43min to get it:

**Tuesday, August 1**

(Free Two Day Shipping)

# Contrast

Contrast is a measure of the **difference in perceived "luminance" or brightness** between two colors.



**don't** do this

# Contrast

An effective way to check if your colors have good contrast is to completely **de-saturate** them and then **compare their grayscale values**.

## Web Accessibility Color Contrast Checker

Based on the Web Content Accessibility Guidelines (WCAG), we've created a tool for you to test the color-contrast between two colors. Either enter in a hexadecimal (000000) web color, or select a color. You can adjust the colors you've selected by making them lighter or darker. Your results will display in real time below.

The screenshot shows the tool's interface. On the left, there are input fields for 'Foreground Color' (set to #FFFFFF) and 'Background Color' (set to #000000). Below these are 'LIGHTER' and 'DARKER' buttons for each color, and a 'View Color Blind Simulations' dropdown. On the right, a 'Text Examples' panel shows 'Large-Scale Text (24 px)' and 'Small Text (16 px)' with their respective contrast requirements. The background of the tool is a light gray.

### Contrast Ratio Results:

You passed with flying colors and are WCAG Compliant! 🎉

✓ 21:1

WCAG AA

✓ Large-Scale Text  
✓ Small Text

WCAG AAA

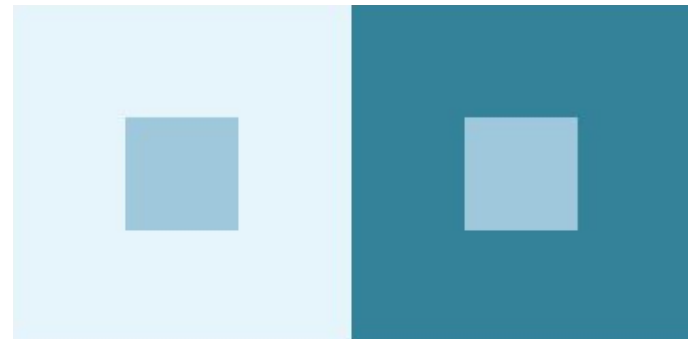
✓ Large-Scale Text  
✓ Small Text

Copy Link to Share:

<http://www.q2composer.com/calculator>

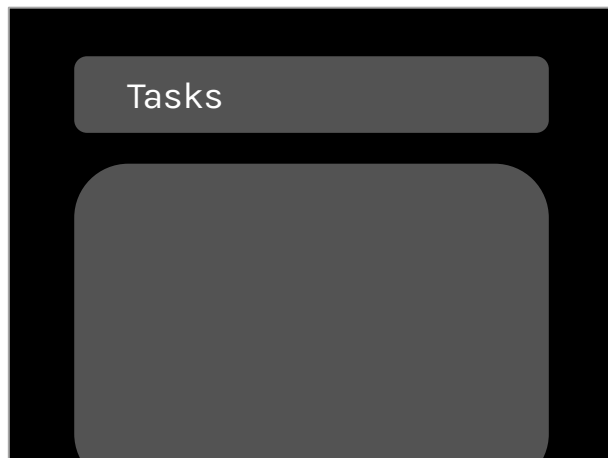
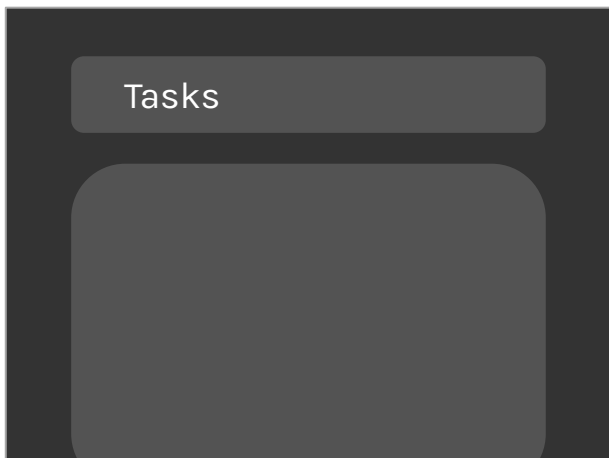
If you're interested in learning more about web accessibility, please visit our site.

[Learn More](#)



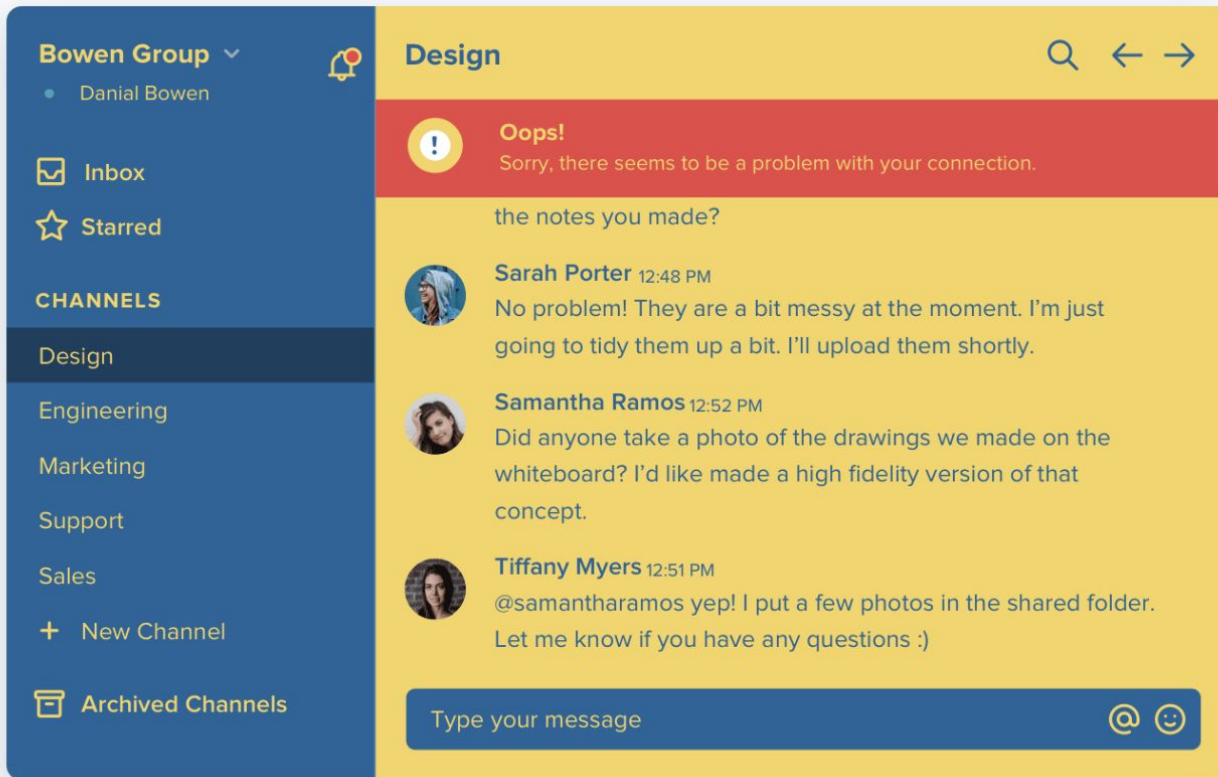


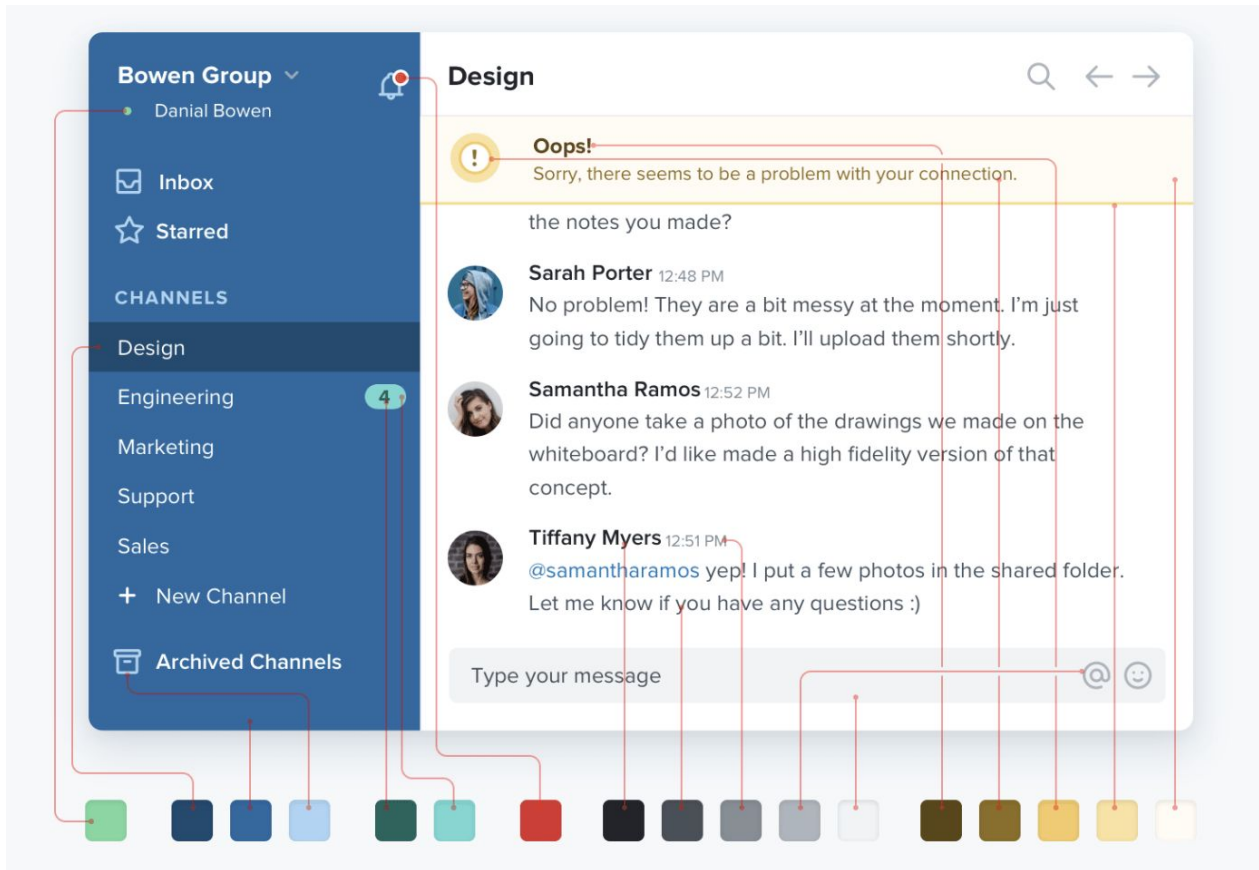
Also, **no one** actually uses **pure black**



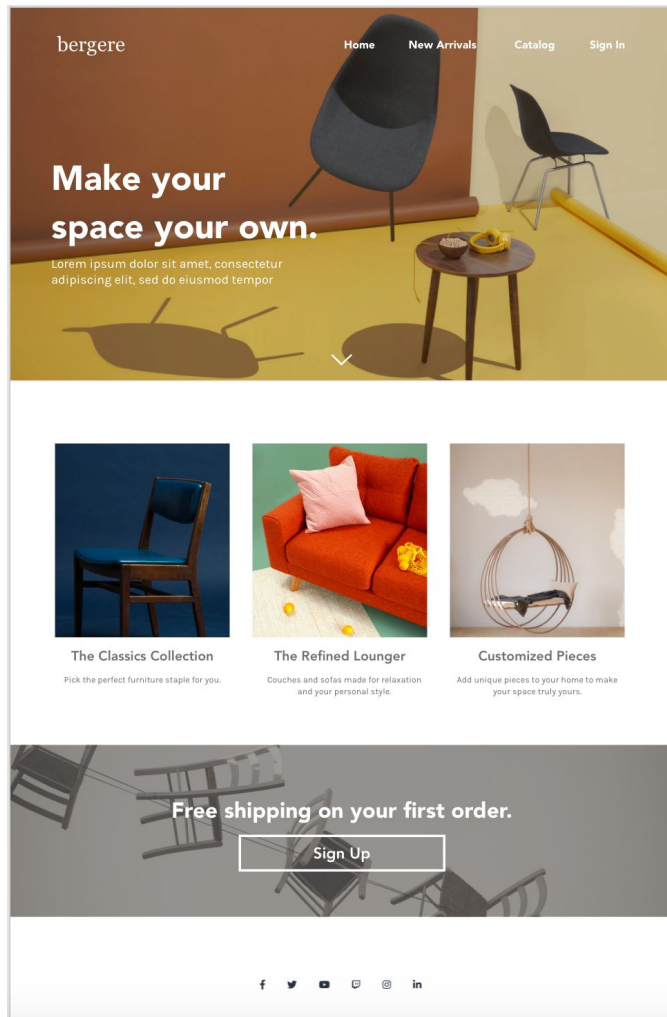
(Use #333 instead)

**So you have the perfect color scheme...**

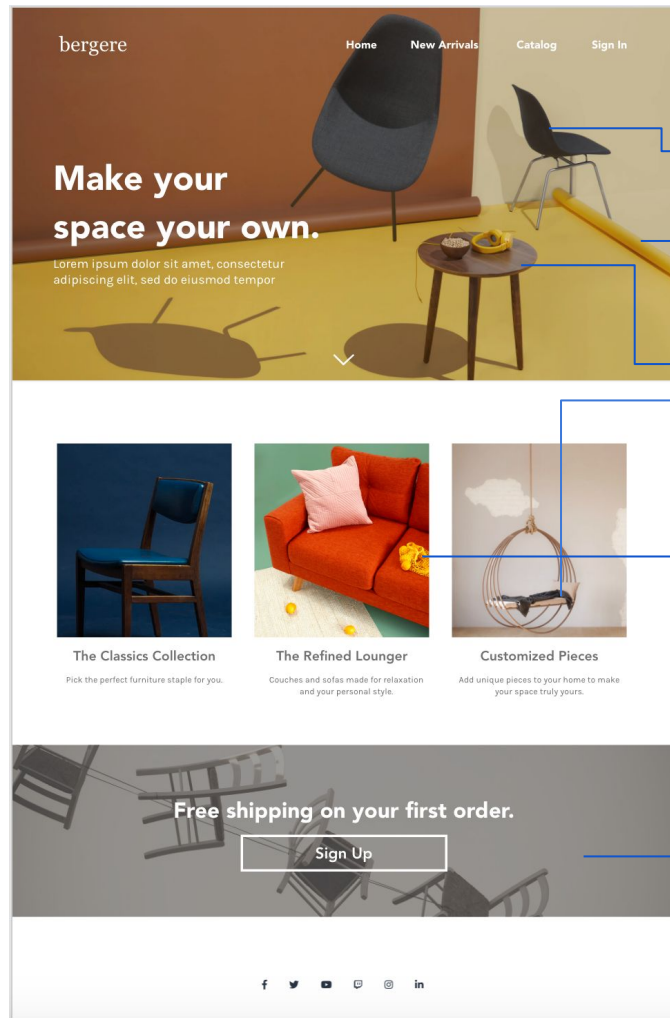








Match your color scheme with your images.



Match your color scheme with your images.