Announcements

- **Reference**
  Art Theory for Web Design by Jennifer Golbeck
  ISBN: 1-57676-142-8
  (Available in Amazon)
- Check **Resources** section of the class web page for a list of web sites that provide support when dealing with colors
Colors in Web Pages

- It should support the process of conveying information
- Based on the RGB system
- We have 16,777,216 colors (Quite a lot!)
- How many colors to use? The answer varies but you risk more by using a lot of colors than by using few
  - Lot of colors - makes information harder to see and page harder to view
  - Few colors - page could be boring
Color Theory

- **Primary colors** – red, yellow, and blue (notice different from RGB)
- **Secondary colors**
  - green – blue and yellow
  - orange – yellow and red
  - violet – red and blue
- **Hue** – pure color (e.g., red, blue) with no white or black added.
- **Shade** – pure color with black added, extending from pure hue to black.
- **Tint** – pure color with white added, extending from pure hue to white.
- **Tone** – pure color with grey added, extending from pure hue to gray.
  - A pure color is at full saturation
  - As saturation diminishes colors fade to gray
12-Hue Color Wheel
Classification of Colors

- **Complementary colors** – found directly across from one another
  - Have the greatest contrast
  - Example: orange and blue
- **Analogous colors**
  - Provide little contrast
  - Three to five colors found consecutively on the wheel
  - Usually found in nature
- **Warm colors**
  - Reds, oranges, yellows
  - Remind you of warm things
- **Cool colors**
  - Greens, blues, violets
  - Remind you of cool things
- **Harmonic color** - found equally spaced on the wheel (e.g., complimentary colors)
  - Harmonic dyads (complimentary colors)
  - Harmonic triad – collection of three colors
  - Example: red, blue, color
Approaches to Assigning Colors

- **Approach I – Main/Support/Emphasis colors**
  - Rule of thumb is two use three colors
    - **Main color** - occupies most of the web page area and defines the tone of the web page
    - **Support color** –
      - color closed to the main color and that supports it
      - can often be an analogous color
    - **Emphasis color** -
      - Use to emphasize certain elements of the web page
      - It contrasts with the Main and Support colors
      - Suggested color: complementary of main color or analogous colors of the complementary
  - **Examples:** [http://www.washingtonpost.com](http://www.washingtonpost.com)

- **Approach II – Monochromatic**
  - A color is chosen and the web page is made of different variations of tints, shades, and saturations of the specified color
  - **Examples:** [http://www.cbcbl.umd.edu/](http://www.cbcbl.umd.edu/)
Approaches to Assigning Colors

- Approach III – Harmonic Triad
  - Created by selecting three equidistant colors on the wheel
  - Provides for a design that is colorful and balanced
  - Red, blue and yellow is the strongest of the triads
  - **Example:** [http://www.mcdonalds.com/](http://www.mcdonalds.com/)
Elements to Keep in Mind

- **Cool colors**
  - appear to be distant
  - recommended for backgrounds

- **Warm colors**
  - appear to be closer
  - recommended for menus

- **High readability combinations**
  - black text on white background
  - blue text on white background
  - black text on yellow background

- **Blue color** – perceived as strong and dependable

- **Green color** – associated with a calming feeling

- **Red color** – associated with making people feel hungry

- **Triad colors** - recommended for colorful/balanced web pages

- **Backgrounds** – use solid colors
Web-Safe Colors

- Came as a consequence of screens that could only display 256 colors
- You had to pick colors that could be displayed on these screens
- With advances of display technology, is this a big issue today?