

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>

■ 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.cbcb.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/>

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?**