



Design with Colour

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Introduction

- colour is extremely subjective and is used to create ambience, appeal to emotions, denote importance & unify branding
- colour terms:
 - hue: pure colour
 - shade: when we add black to a hue to create a shade
 - tint: we add white to a hue to create a tint
- when choosing colour consider the following:
 - colour meaning
 - colour wheel

+ The Meaning of Colour

■ be mindful that when choosing colour cultural differences may need to be taken into account

- Red: love, energy, intensity, danger
- Yellow: joy, optimistic, attention
- Green: freshness, safety, growth
- Blue: stability, trust, serenity
- Purple: royalty, wealth
- Black: prestige, value, timelessness



Check Out: <https://www.fastcompany.com/3028378/what-your-logos-color-says-about-your-company-infographic>

Also: <https://neilpatel.com/blog/website-color-scheme/>



Colour Schemes

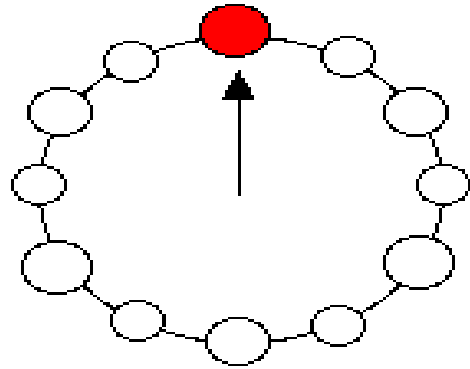
- use the colour wheel to make informed choices
 - monochrome (one hue with any number of corresponding tints & shades)
 - analogous
 - complementary
 - triad



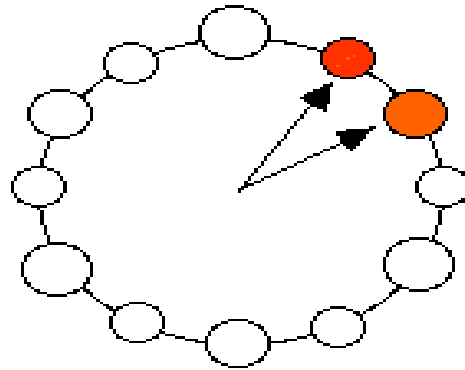


Colour Schemes

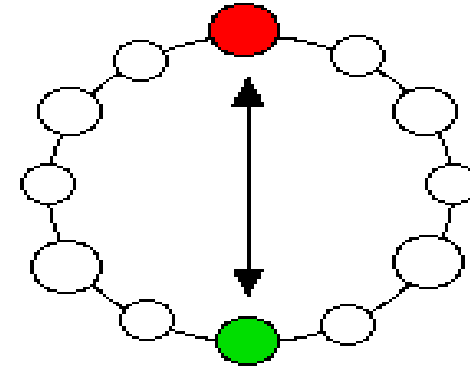
Monochrome



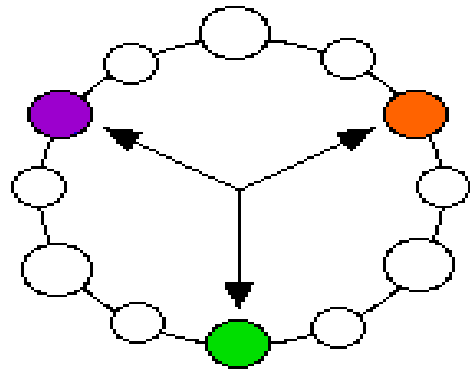
Adjacent = Analogous



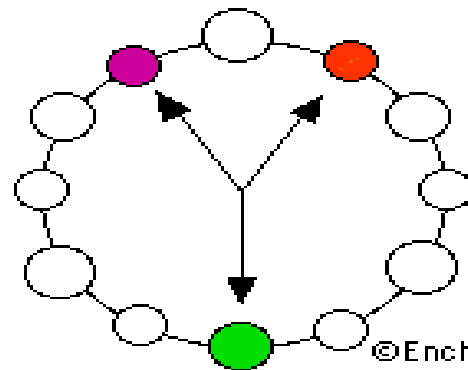
Complementary Colors



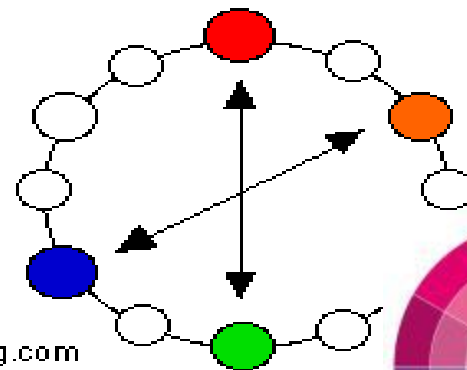
Triad



Single Split Complementary



Double Split Complementary



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Colour Schemes

- This is a useful website, allowing to look at different colour combinations using the guidelines of the Colour Wheel Colour Schemes. More applicable for screen display as colour values listed are in RGB Colour Model.
- <http://paletton.com/#uid=1000u0klIIIaFw0g0qFqFg0w0aF>
- <https://color.adobe.com/create/color-wheel/>
- Facts about Colour
<http://www.ucreative.com/articles/22-intriguing-facts-about-colors-that-you-need-to-know/>
- Getting Started with Colour
- <https://www.youtube.com/watch?v= 2LLXnUdUlc>



Colour Tips for your Website

- it may feel a bit daunting deciding where to begin:
 - ask yourself what type of project you are creating : for example, if a seasonal project use reds/yellows for summer, cool blues for winter, shades of brown/orange for autumn & greens for spring
 - also begin to critically look at colour schemes for certain themes, for example in food/nutrition websites is there any particular colour scheme
 - what kind of feeling you wish to convey: colours tend to be either warm (some red/yellow in them) or cool (some blue)
 - consider your target audience/ demographic
 - another idea is to look at what graphics you are using in your project & using an image editing package such as Adobe Photoshop use the colour picker to select a specific colour/ colour scheme
 - word of caution: don't over use colour (monochrome colour schemes work very well (used in 51% of branding & websites))