



COLOR DESIGN

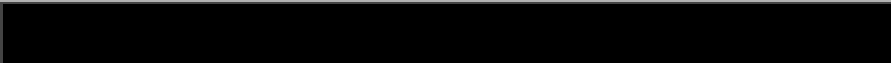


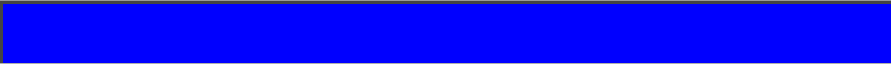





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Choosing Colors

- ⦿ Key idea: **Coordinate** colors and keep it **simple**
- ⦿ Choose **2-3 harmonious colors** with a few highlight colors
- ⦿ Use **bright** colors sparingly to draw **attention**
- ⦿ Color can affect **emotion**

Hexidecimal Codes

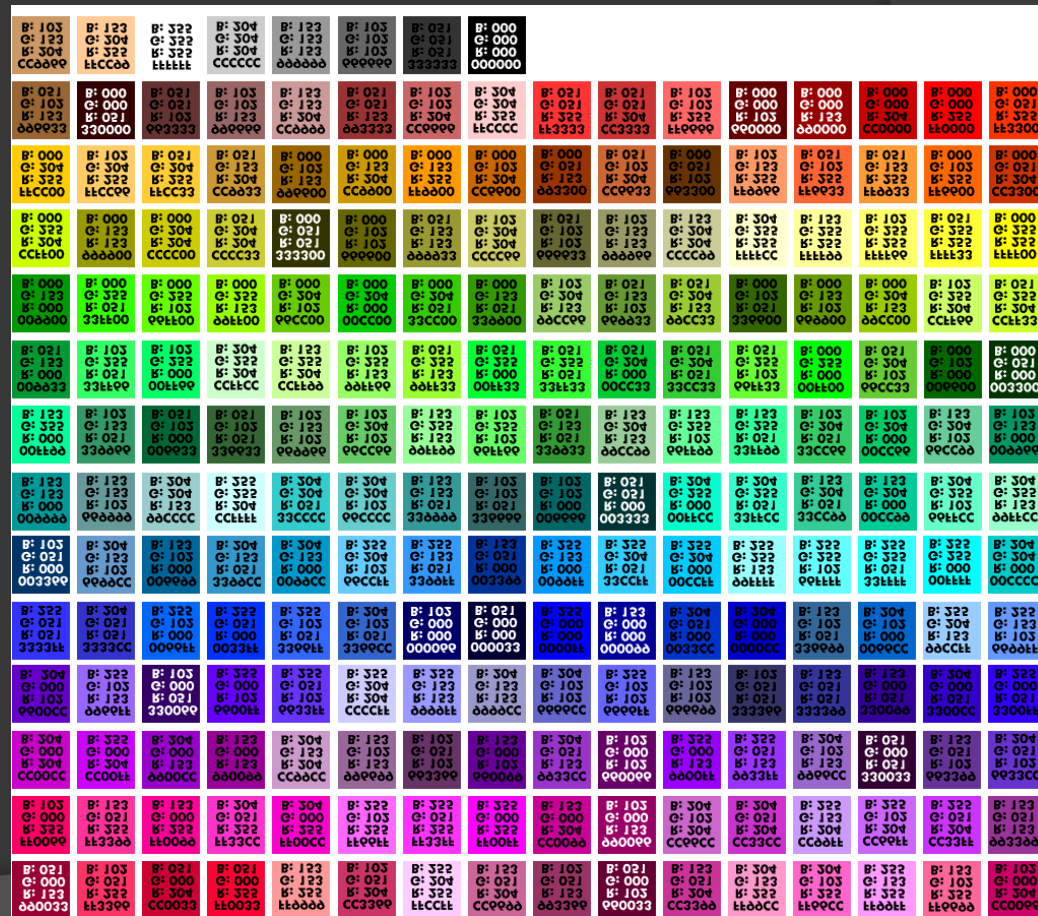
- In HTML, colors are represented by 6-digit codes (R, G, & B each get 2 digits)

Color	Color HEX	Color RGB
	#000000	rgb(0,0,0)
	#FF0000	rgb(255,0,0)
	#00FF00	rgb(0,255,0)
	#0000FF	rgb(0,0,255)
	#FFFF00	rgb(255,255,0)
	#00FFFF	rgb(0,255,255)
	#FF00FF	rgb(255,0,255)
	#C0C0C0	rgb(192,192,192)
	#FFFFFF	rgb(255,255,255)

Browser-Safe color palette

- Used when most users had 8-bit (256 color) monitors

- History



Color Scheme Designer

- colorschemedesigner.com shows harmonies on the color wheel & shows how your colors appear to color blind users

The screenshot displays the Color Scheme Designer web application. At the top, a navigation bar includes links for 'Undo', 'Redo', 'Random', 'Colorblind', 'Color space', 'Export', and 'Help'. The main header reads 'Color Scheme Designer' with a copyright notice '2002-2010 © Petr Stanicek • Version 3.5 • NEWS'. Below the header, there are six circular icons representing different color schemes: 'mono', 'complement', 'triad', 'tetrad', 'analogic', and 'accented analogic'. A horizontal bar shows a color palette with four swatches: a dark blue, a medium blue, a light blue, and a yellow. Below this bar, the 'Scheme ID' is listed as '3Q21Tw0w0w0'. On the right side, a vertical banner promotes 'CREATE FREE STUNNING WEBSITES GO >>'. The central area features a color wheel with 'warm' and 'cold' labels. The wheel shows a selected color at 243° hue, which is opposite to the current color. The RGB values for the selected color are R: 7 %, G: 23 %, B: 67 %, and the hex code is '133AAC'. Below the wheel are buttons for 'Hues', 'Adjust Scheme', and 'Color List'. To the right of the wheel is a 'Preview' section showing a grid of color swatches in various shades of blue and yellow. At the bottom right, there are buttons for 'Light page example' and 'Dark page example', along with a 'Show sample text' link.

Finding color palettes

- ◎ Find an existing color scheme you like.
 - Find a web site with colors you like
 - ColorZilla is a Firefox Add-on that identifies a color you pick in the browser.
 - Browse www.colorcombos.com/ or other palette sites

References

- ◎ [Color Schemes](#) - Mezzoblue blog
- ◎ [HTML Colors](#) – w3schools
- ◎ [Browser-safe web palette](#) - lynda.com
- ◎ [Color Theory](#) – worqx
- ◎ [Different Methods for Choosing Color Schemes](#) – Vandelay Designs

- ◎ [More color resources](#)

Remember

- ⦿ Keep it simple
- ⦿ Choose a few harmonious colors with a few accent colors