Molecular Biomedical Informatics

分 子 生 醫 資 訊 實 驗 室

Web Programming
網 際 網 路 程 式 設 計

Color
配色

Though color is subjective, there are some conventions

You cannot complete a color scheme that everybody loves it,

but you must make sure that nobody hates it

http://blog.kissmetrics.com/gender-and-color/

Some observations

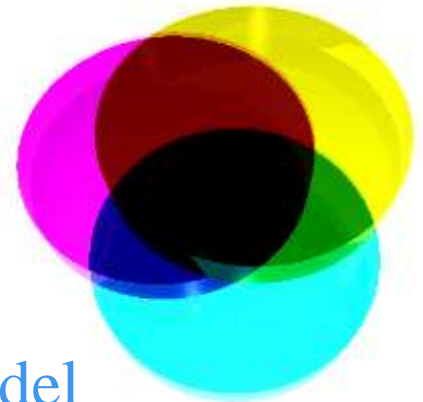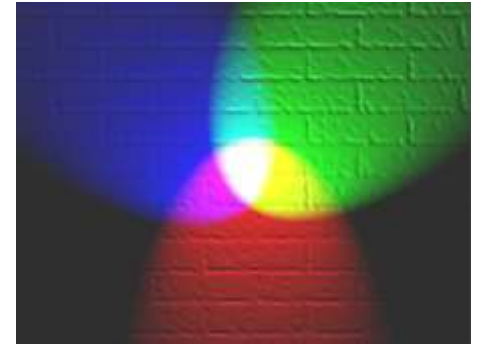| Male	Female
Most people like blue (male 57%, female 35%)	
People associate blue to ocean, sky, peace, clean, comfortable, technical, authority, etc., which makes it usually be the most preferred color	
Bright color (clear, 亮色)	Soft color (vague, 柔色)
Low Chroma such as gray (simple)	High Chroma (fancy)
Coarse-grained (粗心)	Fine-grained (細心)

Color model

- RGB (red/紅, green/綠, blue/藍)
  - for photos and videos
  - primary color of light
  - additive color model (加色法)
- CMY (cyan/青, magenta/洋紅, and yellow/黃) or CMYK (key/黑)
  - for printing
  - primary color of painting
  - subtractive color model
- http://en.wikipedia.org/wiki/RGB_color_model
- http://en.wikipedia.org/wiki/CMYK_color_model

Color harmonies / 色彩調和

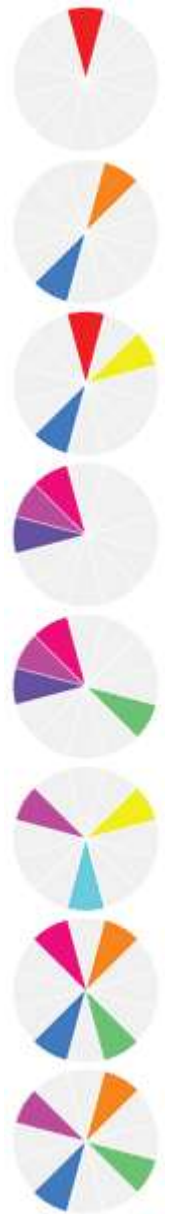- Primary color / 原色, secondary color / 第二次色, tertiary color / 第三次色
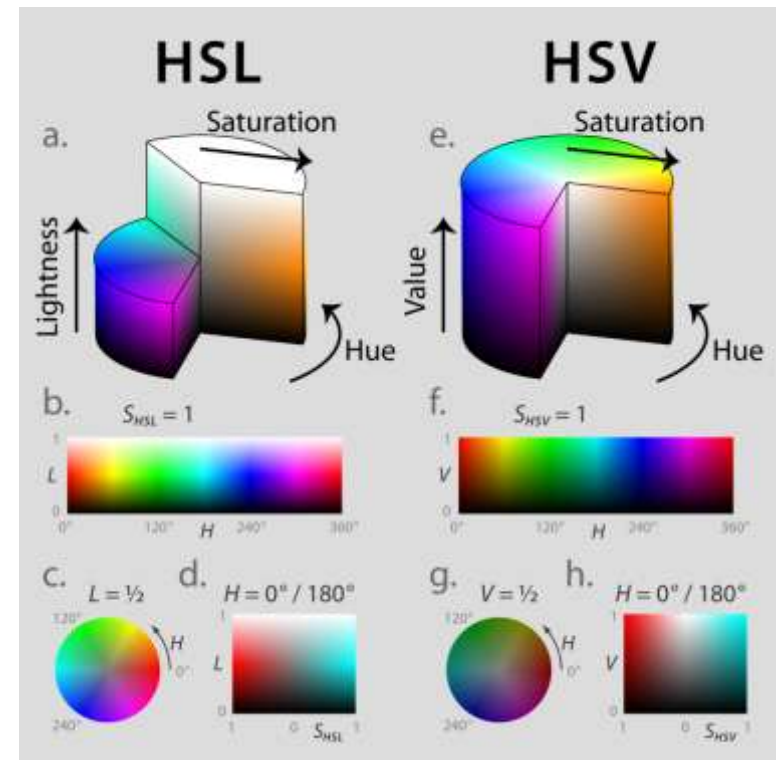

Primary   Secondary   Tertiary

- Monochromatic, complementary, split-complementary, analogous, accented analogic, triad, tetrad (double complementary), square

Other terminologies

- HSB (HSV)
  - hue/色相
  - saturation/飽和度
  - brightness (value) / 明度
- Tint vs. shade
  - 加白(淡) vs. 加黑(深)
- Warm vs. cool
  - 暖色系 vs. 冷色系
- References

  - Simple, Practical Color Theory
  - Understanding and the Meaning of Color Within Design

Now I know these theories, then?

Actually, you still need tools

- Color schemer

  - [ColorBlender](#) ← if you are lazy

  - [Color Scheme Designer](#)

  - [HSL Color Schemer](#)

- Society

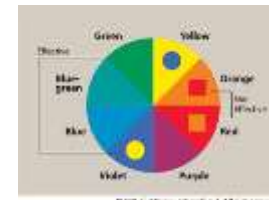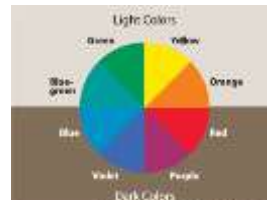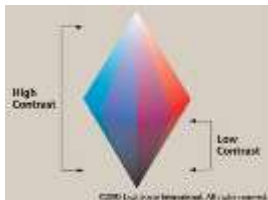 - [COLOURlovers](#)

  - [kuler](#)

- Misc.

  - [0to255](#)

  - [Color Fields Colr Pickr](#) ← an interesting tool

  - [Color Palette Generator](#)

- There are much more. You may share tools and your thoughts.

Color schemes for web

- Instead of hue, saturation, etc., try to understand "the interactions between colors"
  - Notice that the meanings of colors are different in difference cultures. For example, red means passion; dark red websites are usually noble; while red in light color websites indicates warning
  - please put contrast as the first priority because of usability
  - Effective Color Contrast
  - Luminance to Choose A Palette

- Three must-reading articles
  - Color Theory for Designers, Part 1: The Meaning of Color
  - Color Theory For Designers, Part 2: Understanding Concepts And Terminology
  - Color Theory for Designer, Part 3: Creating Your Own Color Palettes

Even though, I still don't know how to choose colors

My personal experience/practice

- Refer to others (for inspiration)
  - [10 Most Commonly Used Colors In Web Design And Their Examples](#)
  - [Color Scheme Inspiration – Spring](#)
  - [Color Inspiration: Go Green with Envy](#)
  - [Vector Art, Utilizing the Colors of the Seasons](#)
  - [Best Of Color Inspiration: 130+ Green Color Palettes](#)
  - [Color Inspiration from the Masters of Painting](#)
    - an amazing color scheme from Mona Lisa (蒙娜麗莎)
  - [Some Summer Color Lovin' Inspiration](#)
    - the origin of the color scheme of the website of this course
  - [Web 2.0 Colour Palette](#)
    - the origin of the color scheme of this slide
- If you see these materials, would you choose the same color schemes?
- See more websites, find those fit your imagination, and then… imitate (致敬)
- Use theories with tools to adjust the color scheme
  - new colors would be naturally generated

Reminding/提醒

Though color is subjective, do NOT too believe yourself along / 配色是很主觀沒錯，但不要太相信自己一個人

Theories are just tools, not truth / 理論只是工具，而不是絕對

Watch more, cultivate your sense of beauty / 多看，多欣賞藝術，培養自己的審美觀

Any Questions?

Today's assignment
今天的任務

Re-color your site

- That's it
- So I also choose this week to check your PIXNET app
- References
  - the three must-reading articles in Color schemes for web
  - the eight links in My personal experience/practice
  - 不需要美感的配色講座-顏色是可以用理論說明的-
  - 學學台灣文化色彩
- Your web site (http://merry.ee.ncku.edu.tw/~xxx/cur/, ex8) will be checked not before 23:59 11/25 (Sun). You may send a report (such as some important modifications) to me in case I did not notice your features.