



MBI

Molecular Biomedical Informatics

分子生醫資訊實驗室

W e b P r o g r a m m i n g

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)

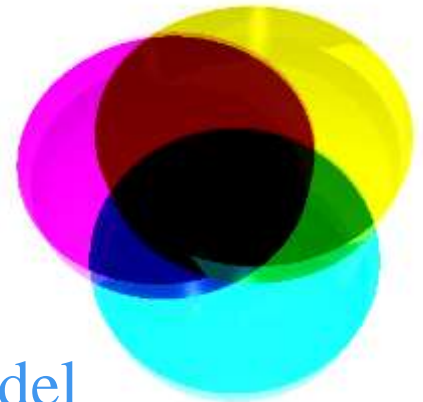
High Chroma (fancy)

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

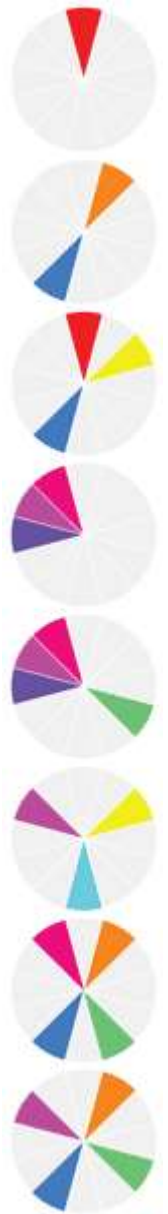


Color harmonies / 色彩調和

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

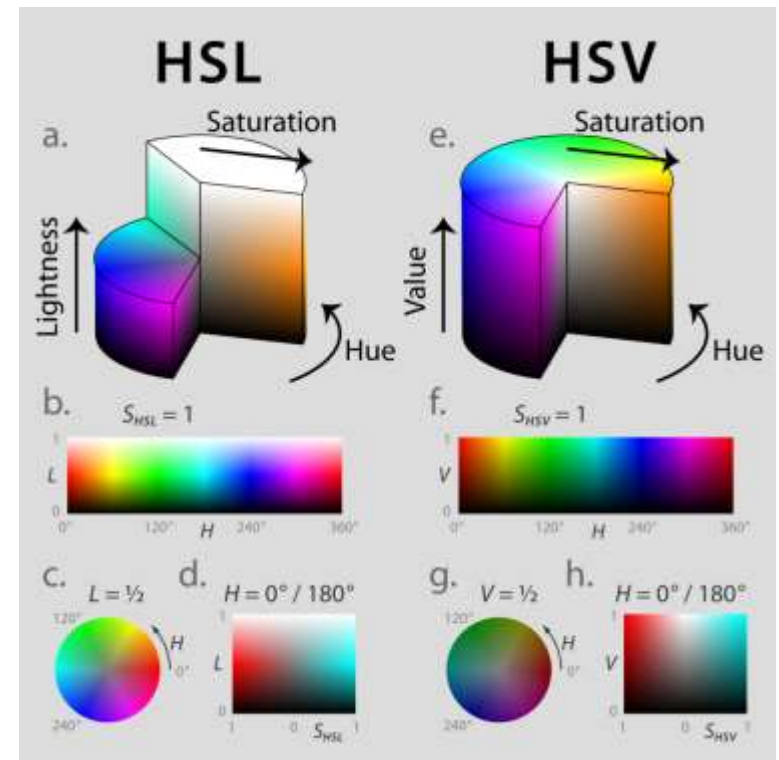


- Monochromatic, complementary, split-complementary, analogous, accented analogic, triad, tetrad (double complementary), square



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](#)

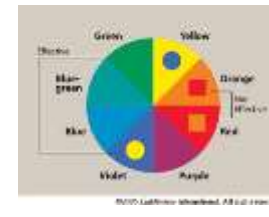
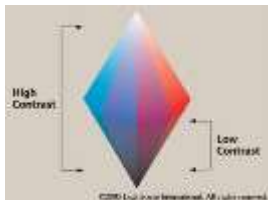
■ Misc.

- [0to255](#)
- [Color Fields Colr Pickr](#) ← an interesting tool
- [Color Palette Generator](#)
- [Colorbrewer](#) ← for map

- 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 different 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



Today's assignment

今天的任務

Re-color your site

- That's it
- 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 11/26 (Tue). You may send a report (such as some important modifications) to [me](#) in case I did not notice your features. Or, even better, just explain your modifications in the [homepage](#).