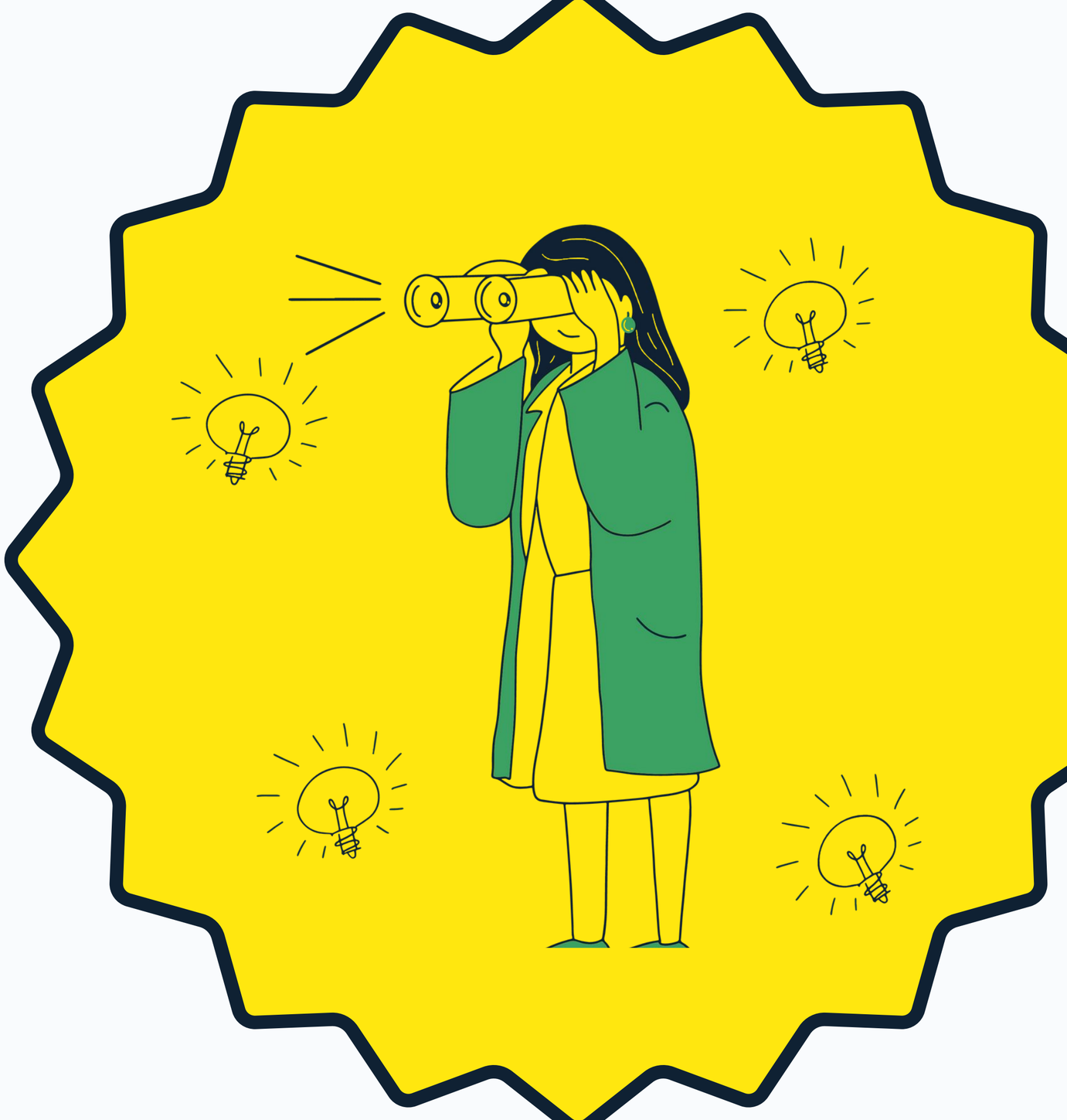
Colour in Design

Let's go

Welcome!

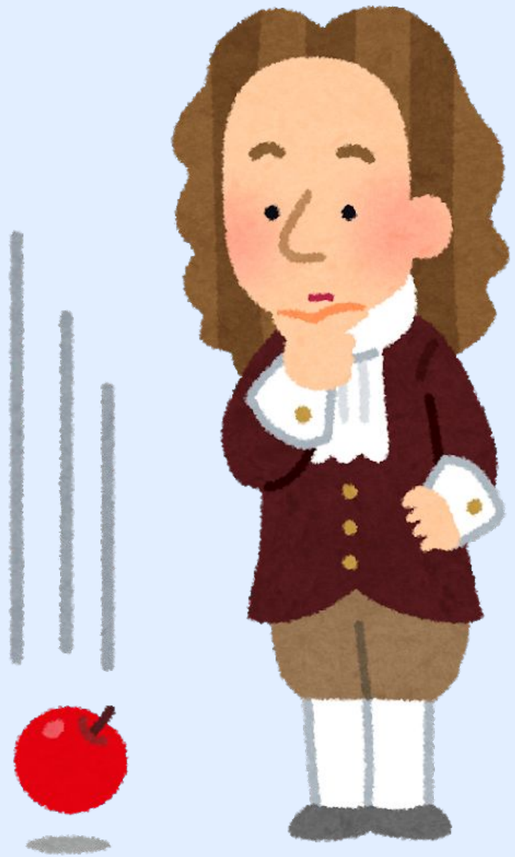
Bia, Kabir, Mimi and Rafal



1

Introduction

What are colours?



- Visual Perception
  - Light absorption
  - Reflection
  - Emission Spectra
  - Interference

Prism experiment

Colour Theory

"a set of principles used to understand how colors interact with each other, how they are perceived by the human eye, and how they can be used effectively in art and design"

Wheel

Value

Temperature

Memory

Incentive

Alert

Desire

Impact

Emote

Practicality

Context

2

Colour psychology

“Colour does not add a pleasant quality to design – it reinforces it” - Pierre Bonnard

90 s

to make subconscious judgments about a product

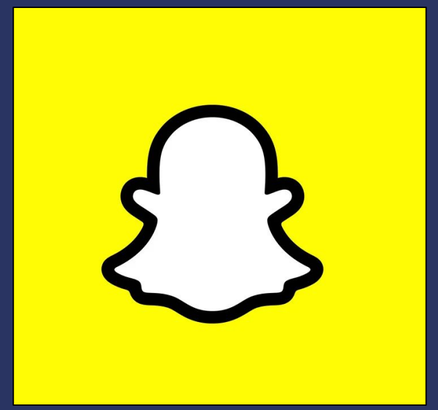
90%

of the consideration is colour alone

colour can impact:

- human emotions
- perceptions
- behavior

Joy
Positivity
Happiness
Fun



Safe
Freshness
Growth

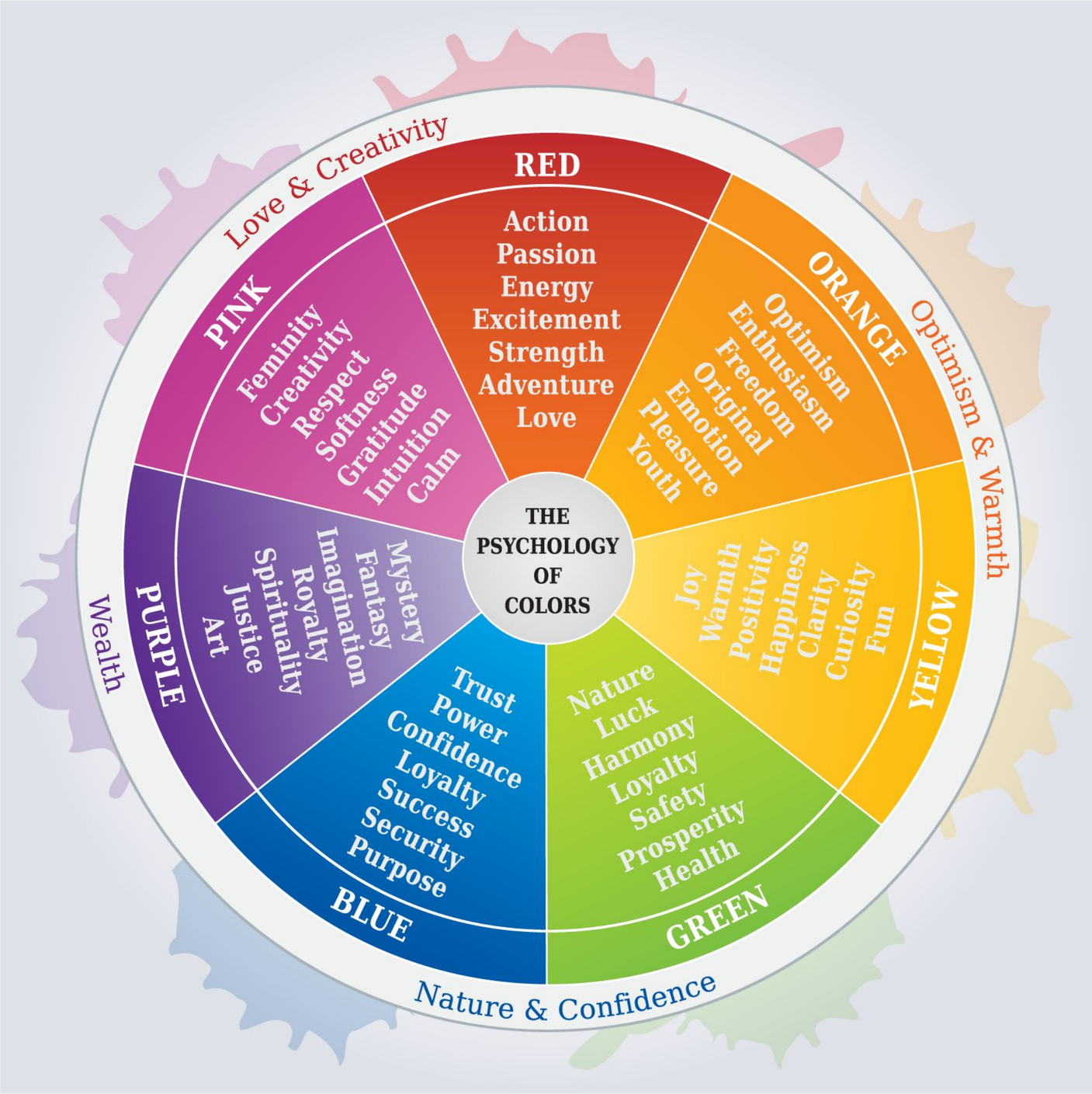
Nordea

VISA

Trust

Loyalty

Danske Bank


THE PSYCHOLOGY OF COLORS
RED
Action
Passion
Energy
Excitement
Strength
Adventure
Love
ORANGE
Optimism
Enthusiasm
Freedom
Original
Emotion
Pleasure
Youth
YELLOW
Joy
Warmth
Positivity
Happiness
Clarity
Curiosity
Fun
GREEN
Nature
Luck
Harmony
Loyalty
Safety
Prosperity
Health
BLUE
Trust
Power
Confidence
Loyalty
Success
Security
Purpose
PURPLE
Mystery
Fantasy
Imagination
Royalty
Spirituality
Justice
Art
PINK
Feminity
Creativity
Respect
Softness
Gratitude
Intuition
Calm
Love & Creativity
Optimism & Warmth
Nature & Confidence
Wealth

3

Colour harmony

Types

Analogous

Monochromatic

Tetradic

Complementary

Temperature and saturation

Warm

Cold

Saturated

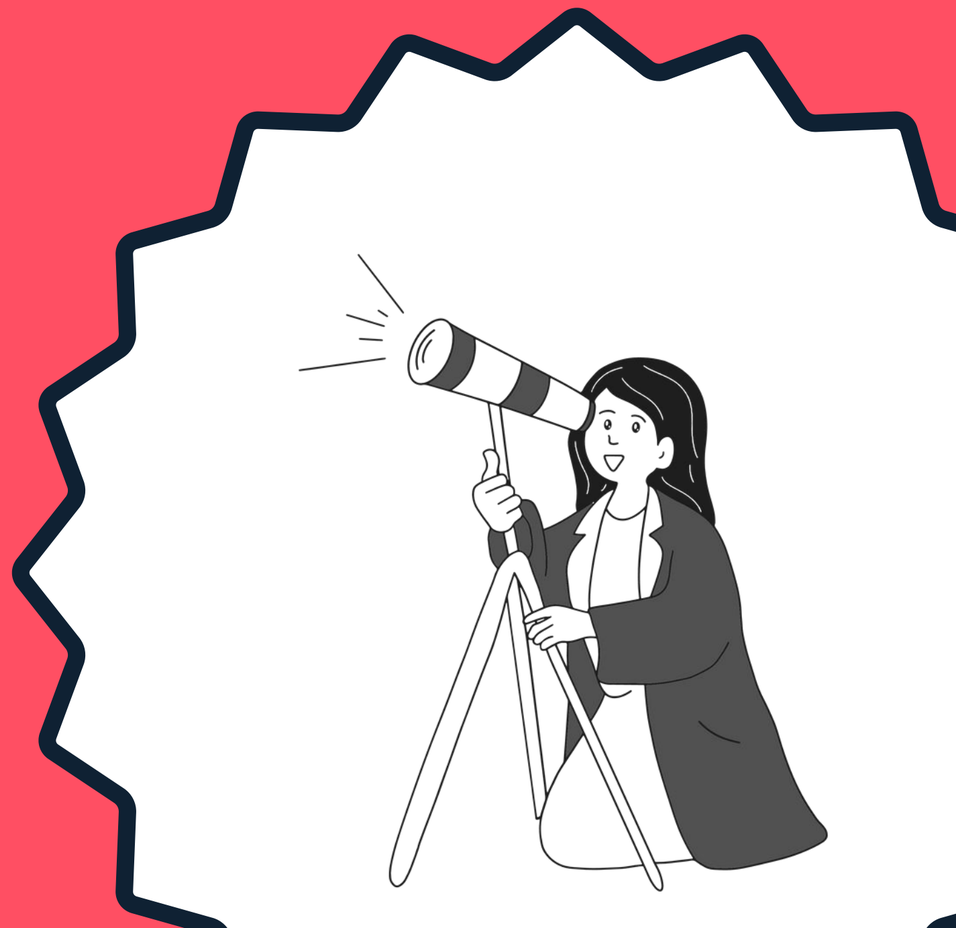
Desaturated

4

Colour in design

Contrast

- the difference between two colours
- used to create emphasis, draw attention to specific elements in a design
- high contrast → attention grabbing
- low contrast → more subtle



Balance and Hierarchy

- Balance → distribution of visual weight in design
- can be achieved by using colours to create a sense of equilibrium
- Hierarchy → organisation of information in design
- low contrast → more subtle

Accessibility

- Practice of designing for people of all vision abilities
- Designers can use tools such as colour contrast checkers and colourblind simulators
- Important to consider where the design will be viewed, as well

Questions?

Thank you for your attention!