

Color | Studio Task #5 (Individual)

Due: Monday, Feb 11, 2019 (by class start)

Goals

The goal of this assignment is to reflect on the role of color in interface design and practice applying this knowledge.

Assignment

“Color is used in design to attract attention, group elements, indicate meaning, and enhance aesthetics.” *The Universal Principles of Design* (p. 48)

Color is an essential part of interface design. It plays an important role in the visual identity of a design, helping to unify the elements of an interface and promote a sense of coherence and product identity even when specific branding elements (e.g., logos and slogans) are not present. A poorly chosen color scheme can distract users and hurt the usability of a system, while a well-chosen color scheme can enhance a design’s aesthetic appeal and increase its perceived usability.

The challenge of using color includes not only choosing colors that work harmoniously, but also ensuring that a design is accessible to those with color deficiencies and being aware of the cultural connotations that different colors have.

For this assignment we have given you a simple web design, and would like you to choose a color scheme. Some questions to consider as you design: What is the purpose of the site you are designing? What tone are you aiming for (somber, fun, elegant, etc.)? How many colors are you using, and is there appropriate contrast for users with color deficiencies?

Please read the [2-page color reading](#) from *Universal Principles of Design* before you begin. You should download [this html template](#) (and [its related CSS file](#)) – we only expect you to style colors in the CSS file, so do not feel obligated to add content or redesign the structure of the page.

Try designing with at most three colors. Use <https://color.adobe.com/> or a similar tool or try multiple colors on the same design until you feel it is right. Now can you redesign with at most two colors? What is lost or gained in doing this. Capture both versions and explain.

Deliverables

- 1. Your design**

Your design should be accessible to the teaching staff as an html page. Please include a description of the color choices you made and the motivations behind them.

- 2. Presentation**

You must be prepared to present your work in class and lead a small discussion about your design.

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Instructor: James Landay

Grading (100 Points)

You should not spend enormous amounts of time on this assignment.

For this assignment, you will be graded on:

- [80] Your design and *reasoning* for the color scheme you came up with
- [20] Your presentation (if called upon)