Color | Studio Task #5 (Individual)

Due: Thursday, May 10, 2012

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.

Deliverables

1. **Updated studio design website**
    Update your top level html page (index.html) in your personal studio directory and include a link to this week's studio design html document.
2. **Your design**
    Your design should be accessible online in your individual studio directory as an html (or, if you prefer, pdf) page. The page should be linked off your index.html

defined above. Please include screenshots of your design and a description of the color choices you made and the motivations behind them.

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

Grading (100 Points)

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

For this assignment, you will be graded on:

- [10] Updating your studio design website
- [80] Your design and *reasoning* for the color scheme you came up with
- [10] Your presentation