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# Colour Magic

How using colours wisely can make good design

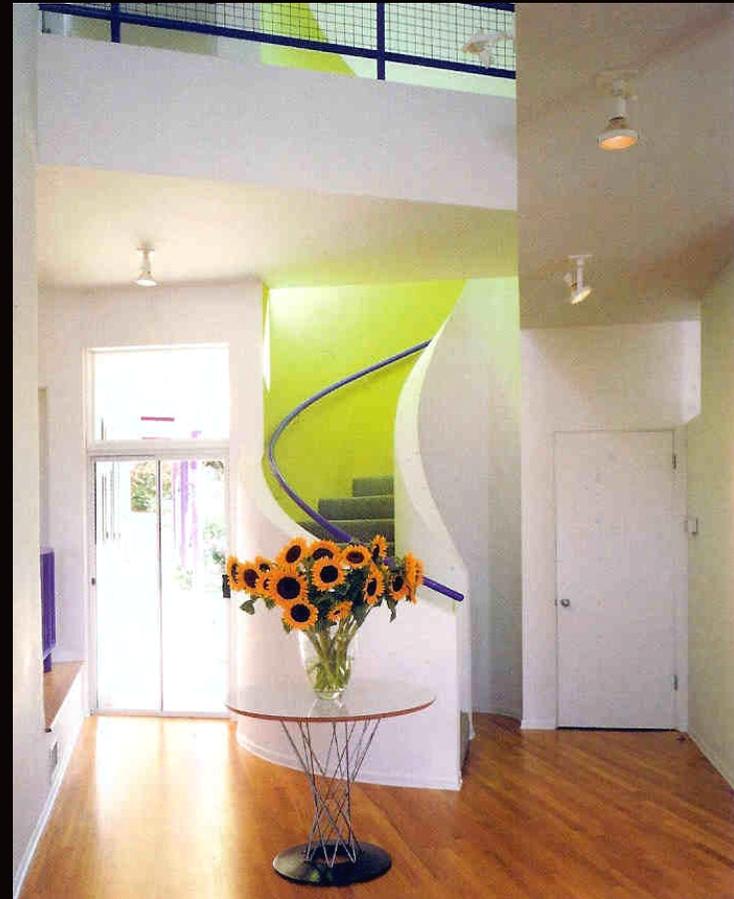
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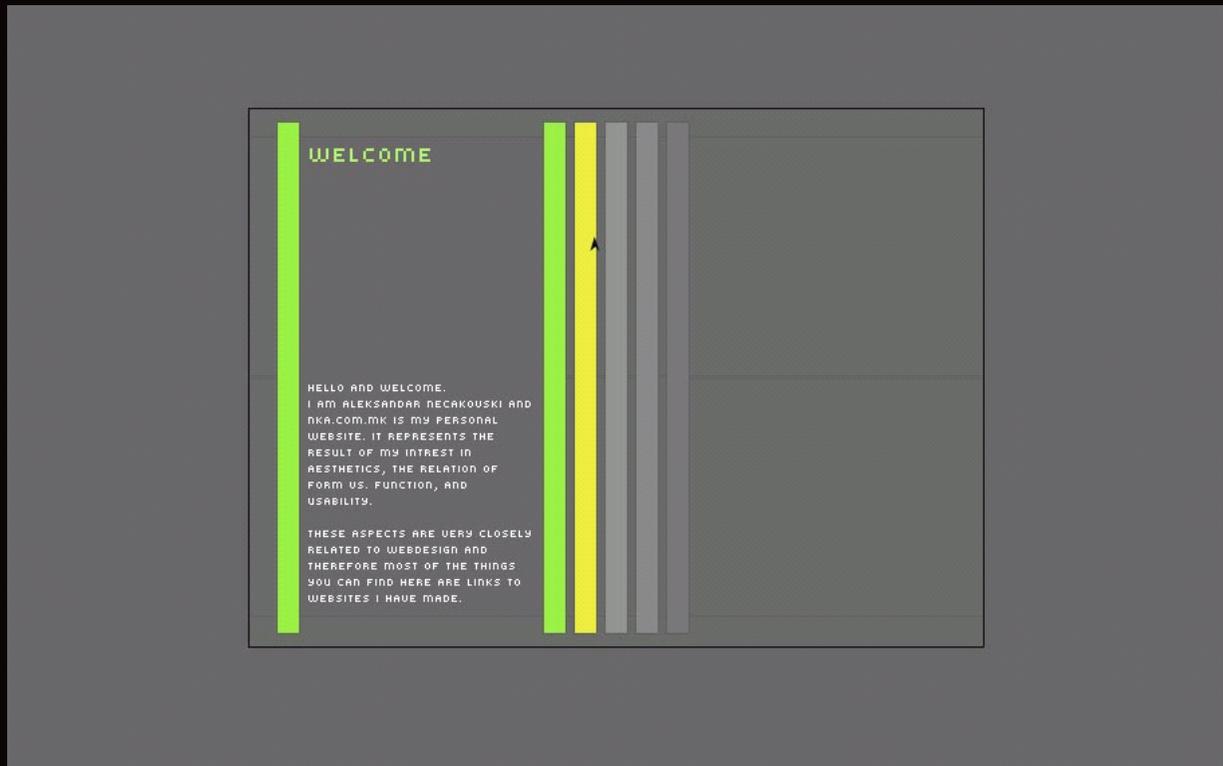
by Barbara Wong

Shine 21

## How color be used to make something stand out

- The use of color can serve to highlight something so as to emphasize the focus point that the designer intend to make.
- For example, in this interior design, the designer wants to emphasize the beautiful shape of the spiral staircase by using fluorescent green of the staircase wall which gives a contemporary and energetic feeling.





This web site use color to highlight the sub-pages. It can achieve a contemporary yet professional image.

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**To make something stand out, it can be achieved by using:**

- Contrast color or complementary color
  - Different proportions
  - One color predominant
  - Increase value, reduce shade
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# How color be camouflaged into the surrounding environment

- Color that is camouflaged creates a feeling of calm, serene and harmony. It also helps to hide unattractive features.
- Instead of being noticed, it tries to merge into the environment to achieve stable and calm atmosphere. Moreover, this kind of use of color can achieve elegant effect.
- For example, the chairs and furniture are painted white to go with the hygienic and tranquil environment of this elegant Victorian home.



- This web site also use color camouflage to generate the feeling of cool, clean and elegant.



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## **Color be camouflaged into the surrounding environment can be achieved by using:**

- Monochromatic colors
  - Tetrad color combination
  - Colors in similar value and lightness
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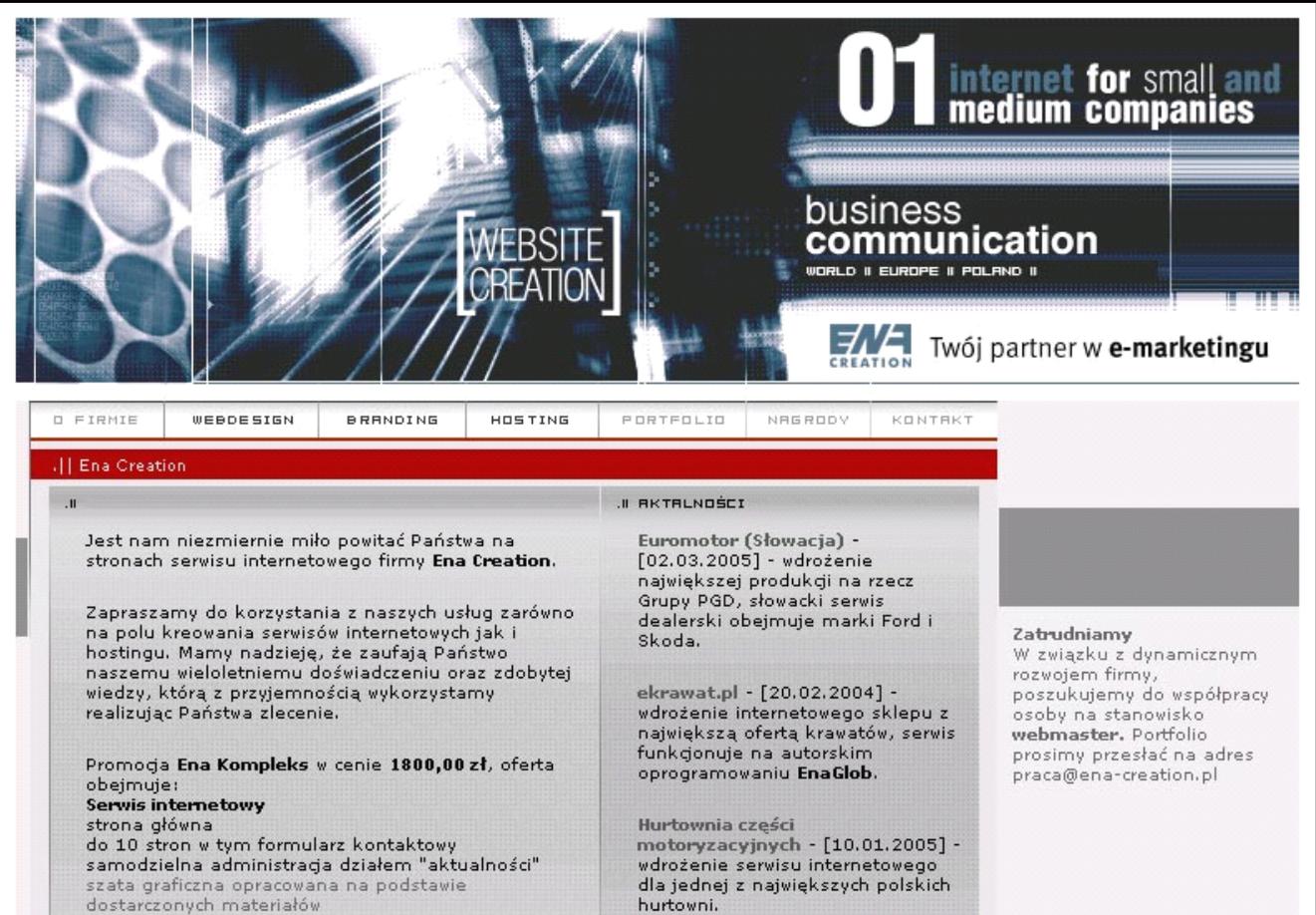
## How the size of the area affect the overall strength and appearance of a color

- Size matter!
  - The proportion of a color can create different kinds of mood and feelings.
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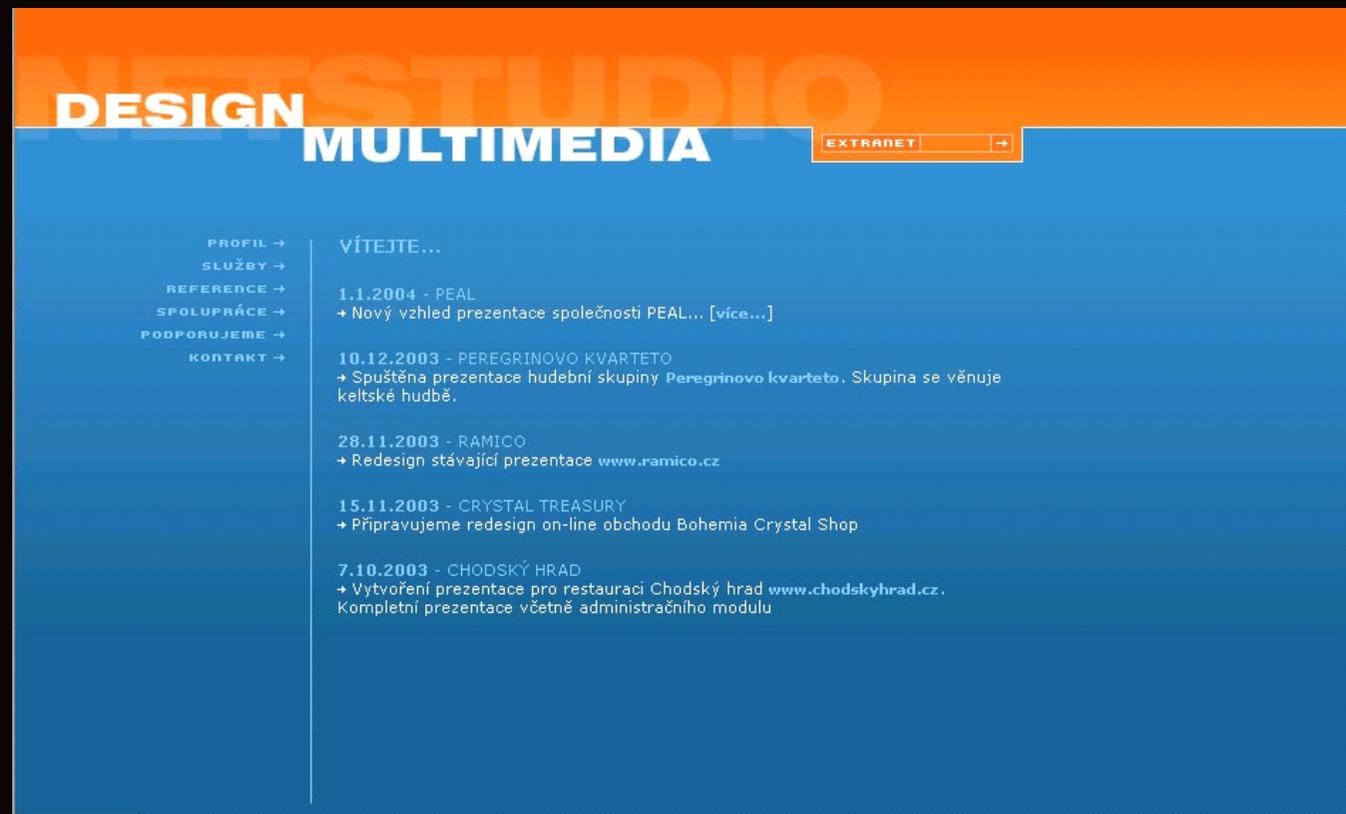
CLICK TO ENTER [COCA-COLA.CO.UK](http://COCA-COLA.CO.UK)



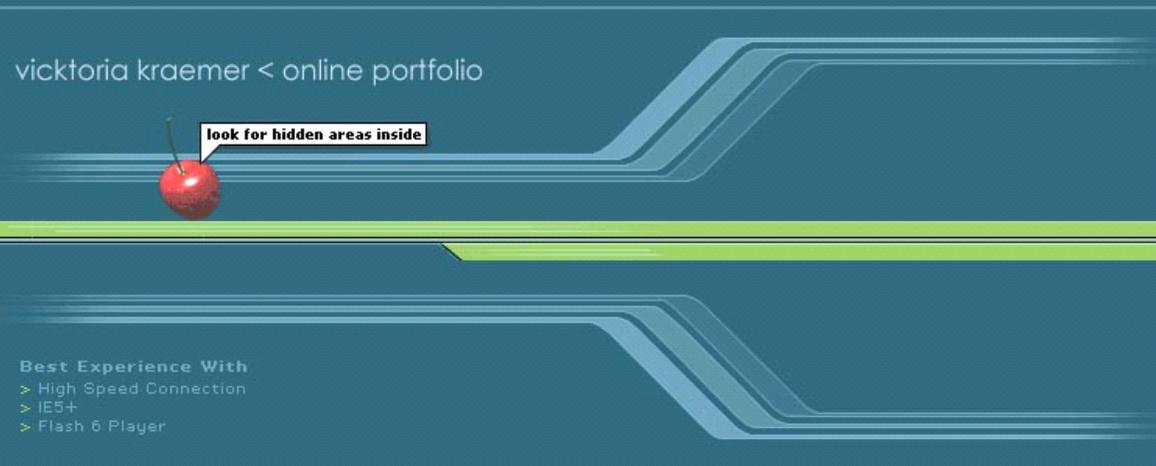
- Large proportion of red can be overwhelming, but this example is wisely used of white color to counterbalance the awesome red.



- The red row is used to underscore and make it a focus point as well as enliven the whole monochromatic design.



- The smaller size of the orange is more intense compared with the predominant blue.



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- This example is showing how the use of small proportion of color red make the apple more appealing and draw the audiences' attention to the main point.

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# Design with Colors

- The followings are three designs that are showing how the size and proportion of color alter the look and feel of a design.
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# Design with Colors 1

- In this design, it emphasizes the tall ceiling by painting all the wall, pipes, windows and ceiling in one single white. They are also camouflaging the disturbing details of the wall and make it more tidy and clean.



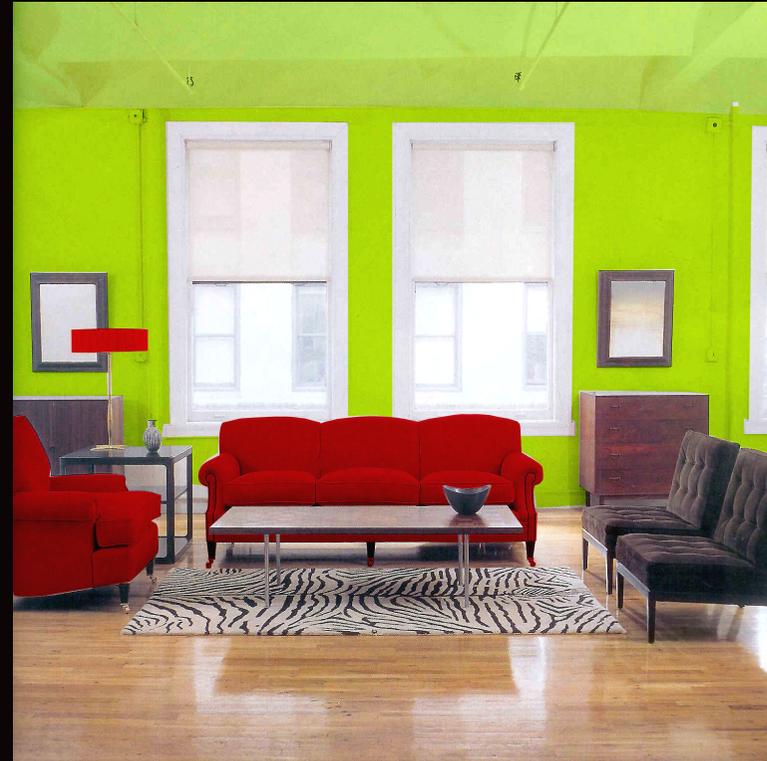
## Design with Colors 2



- The red wall makes the ceiling seem lower.
- The black window frames highlight the height of the window as well as balance the color of the room.
- It has a more contemporary look, however, the red seem to be too dominate in this room and it makes the eyes getting tired easily. Besides, the red sofas lack of its glamour because of the red wall behind.

# Design with Colors 3

- Compared with the previous design, this design seem to be more comfortable to the eyes due to the use of contemporary colors of the wall.
- The red sofas looks more sharp and sexy.
- The total look gives a feeling of young, sexy, joyful and full of energy.



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# Design examples

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The following are some examples to show how colors characteristics work in affecting mood, emotions and total effect of a design.

# Examples 1:



- **Original web page**
- It is using the analogue colors to create a look that is mature and sophisticated, but it is somewhat dull and lack of excitement.

# Examples 1a:



# Examples 1b:



- This and the following examples are using complementary color combination and I think they are more special and exciting to the audience.

# Examples 1c:



# Examples 1d:



# Examples 2:



- Original web page
- It is using the monotone color to give a sophisticated feeling. However, it is also could be modified to make it more attractive.

# Examples 2a:



- This example is using small proportion of light blue to enliven the total look and it is more elegant and appealing.

# Examples 2b:



- Again, small proportion of pink make the web page more interesting and create a mood of fantasy and romantic.



The End