



Colour, Graphics & Layout



- How we see
- Colour systems
- Graphic files
- Composition

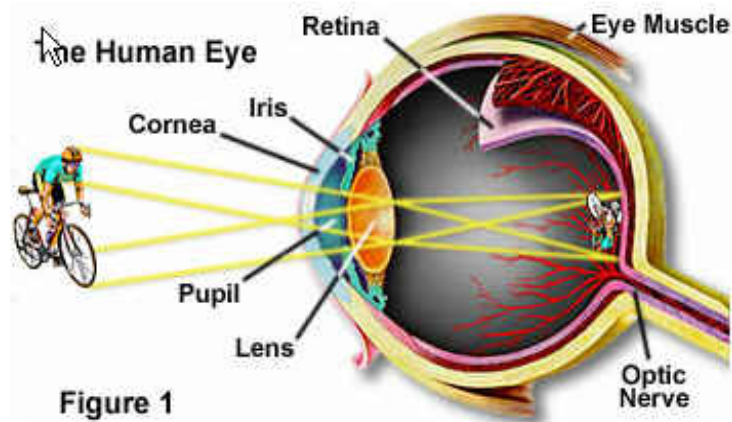


Colour, Graphics & Layout

How the Eye Sees Color

1. All the invisible colors of sunlight shine on the object.
2. The surface of the object absorbs all the coloured light rays, except for those corresponding to and reflects this color to the human eye.
3. The eye receives the reflected light and sends a message to the brain.

Colour, Graphics & Layout



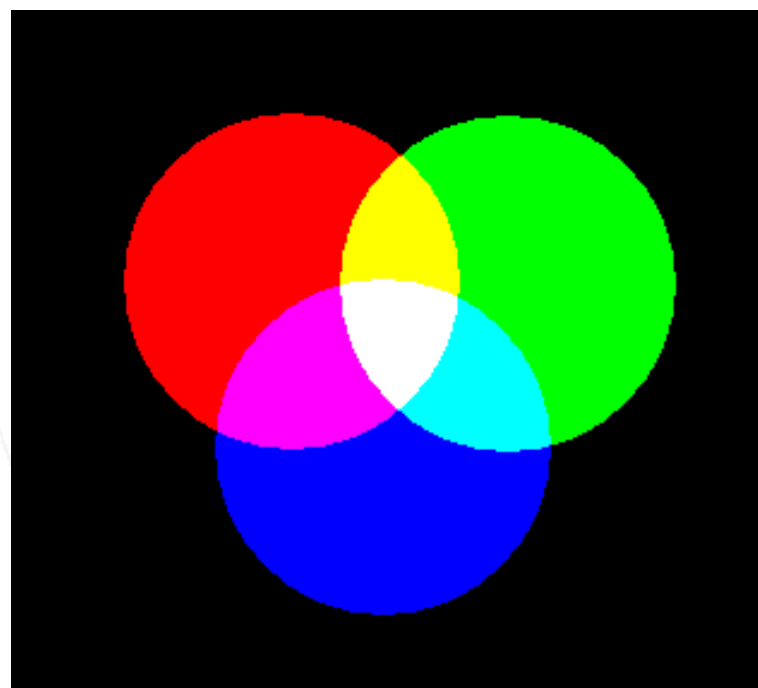
human eye can see 7,000,000 colors.



Colour, Graphics & Layout

Color Systems

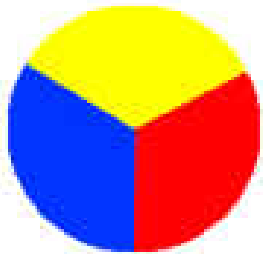
Additive Color
The RGB Color System



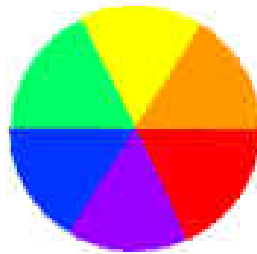


Colour, Graphics & Layout

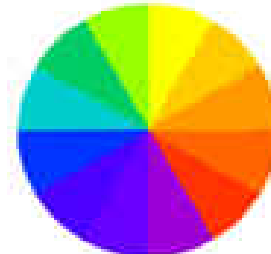
Subtractive Color
Red Yellow Blue



Primary Color



Secondary Color



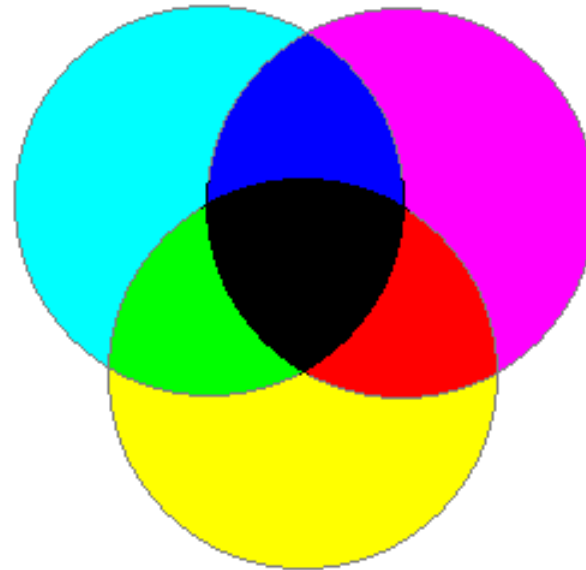
Tertiary Color



Colour, Graphics & Layout

The CMYK Color System

Cyan, Magenta, Yellow and Black





Colour, Graphics & Layout

Terms to know

- ◆ Hue/Color
- ◆ Value
- ◆ Saturation
- ◆ Contrast
- ◆ Brightness or Tint

Color Theory

spectrum



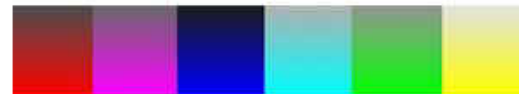
hue



value



saturation





Colour Themes

Colour Themes:

Complementary colors:

colors on the opposite side of the color wheel



Colour Themes

Colour Themes:

Analogous or similar

Colours next to one another on the wheel

Monochromatic

One colour, or one plus black



Colour Themes Complementary


Wordpress Theme Viewer - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://blog-themes.kalinawebdesigns.com/themes/

London, Ontario's Emi... Mark A. Rayner: Writ... digital imaging and w... LIS 523 - Web Design... Main Page - Wikipedia... the skwib Google Blog Search: ...

Search



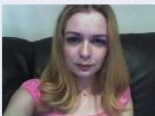
Wordpress Theme Viewer

Demo Blog for Free Wordpress Themes by Kalina Web Designs

JUNE 23, 2006

Picture testing with minor content

Filed under: General — admin @ 1:03 am



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam pharetra. In id lacus. Curabitur luctus.

Comments (0)

5 Easy Ways to Improve Your Website's Legibility

Filed under: General — admin @ 1:00 am

PAGES

- Article
- Test Page
- Learning

ARCHIVES

- June 2006
- March 2006
- November 2005

CATEGORIES

- General
- Knowledge
- Health

Find: red Find Next Find Previous Highlight all Match case

Done



Colour Themes Analogous

New Scientist - International News, Ideas, Innovation - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.newscientist.com/home.ns

London, Ontario's Emi... Mark A. Rayner: Writ... digital imaging and w... LIS 523 - Web Design... Main Page - Wikipedia... the skwb Google Blog Search: ...

NewScientist.com

SEARCH

02 October 2006 HOME | NEWS | EXPLORE BY SUBJECT | LAST WORD | SUBSCRIBE | SEARCH | ARCHIVE | RSS | JOBS Full Access

PRINT EDITION

Subscribe

NewScientist

Time twister

When the future affects the past

High-street highs

Design, retailing and healthy legal

- Current issue
- Archive
- Full Access

JOBS

JOB OF THE WEEK

Postdoctoral Fellow

SUBSCRIPTIONS

4 FREE ISSUES

EXCLUSIVE FEATURE

Can E. O. Wilson really save the world? **NS** »»

Exclusive

Often cited as Darwin's true heir, **E. O. Wilson** has an audacious planet-saving strategy: to unite evangelical Christians and scientific secularists

BREAKING NEWS

Invention: Invisible drones »»

This week's patent applications include a near-invisible spy plane, a foot-controlled computer and cabling that repairs itself when damaged

12:11 02 October 2006

'RNA interference' scoops Nobel prize for Medicine

The pioneering work has revolutionised the field of molecular biology and is leading to powerful genetic medicines

12:00 02 October 2006

Osteoarthritis linked to premature ageing

The chronic and debilitating inflammation of the joints may be a sign that sufferers are "ageing" faster than healthy people, genetic research reveals

00:01 02 October 2006

Body reveals its inflammation 'off switch'

Exploiting the body's own inflammation-damping mechanism could lead to a new generation of drugs that treat diseases from eczema to arthritis

18:00 01 October 2006

Potent brain molecule curbs appetite

The potent new molecule, discovered in rats, induces a sensation of "fullness" and could ultimately help stem the world's rising obesity epidemic

MOST POPULAR STORIES

1. First dark spot discovered on Uranus
2. Solar flares will disrupt GPS in 2011
3. Climate change: 'One degree and we're done for'
4. Body reveals its inflammation 'off switch'
5. Forget 'emoticons' - use your own smiley face

LATEST PODCAST

download listen

NewScientist.com podcast - download now

SUBSCRIBER LOGIN

username : markarayner

password : *****

Your login is case-sensitive

Log in

- Forgotten your password?
- Subscriber? Register now!
- Subscribe now
- Institutional Subscribers
- Athens login

SHORT SHARP SCIENCE BLOG

Designer deafness?

Selecting embryos to produce deaf children raises issues

TECHNOLOGY BLOG

Material gains

Vote for the biggest moments in the history of materials technology

NewScientistTech

Invention: Invisible drones »»

Lasers inspire way to accelerate electron beams

NewScientist

New Scientist invites you to experience 'extreme nature' on

THE ULTIMATE Galapagos IN-DEPTH VOYAGE

4TH - 13TH DECEMBER 2006

10 DAY CRUISE - \$3395*



Web-Safe Colour

Some browsers use 8-bit monitors

That means they can only see 256 colours

Gets worse: of those, only 216 are “safe”

- Across platforms, browsers, etc.

This is also a problem with newer monitors

Figure 1

Web-Safe Colour

Not using
web safe:
you could
end up
with
dithering

The image on the left demonstrates unwanted dithering, while that on the right shows a solid, nondithered color.



The Web-Safe Palette



- ◆ Web-safe (or browser-safe) color palette
- ◆ Tool at:
www.visibone.com/colorlab



Graphic Types

• Bitmap Vs Vector files

Familiar bitmap formats: psd, pict, bmp, or Tiff

- ◆ The artwork is stored in a series of values (pixels).

Vector: Illustrator, Quark Xpress, EPS and Postscript

- ◆ The artwork is stored as mathematical instructions.
These are not used in the non-Flash pages.



Graphic Types

Bitmap Vs Vector files

- ◆ Vector- look good scaled.
- ◆ Bitmap - look terrible scaled.

- ◆ Vector - better for line art, type, illustrations.
- ◆ Bitmap - photos, soft edges, drop shadows, gradients, etc.

- ◆ Flash is the only web-based vector format that is supported by browsers, so we will be using **BITMAP** images.



Graphic Types

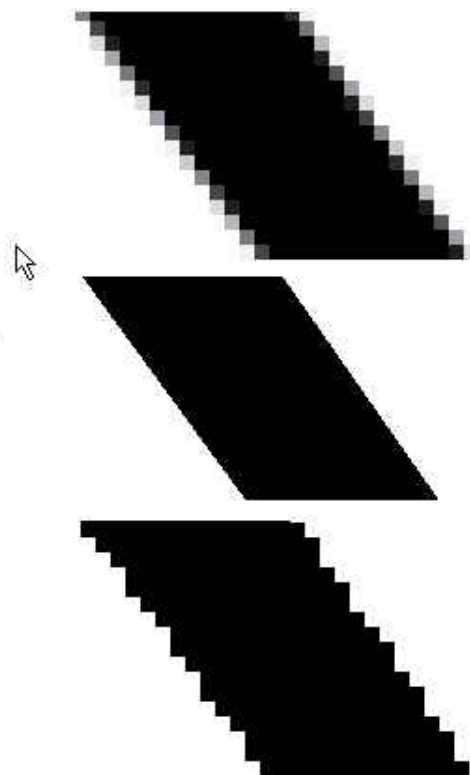
Close-up of vector
and bitmapped art

Kinds of bitmapped
web files:

JPG

GIF

PNG





Web graphics

JPG – for photographs and images with continuous tone, gradients, etc.

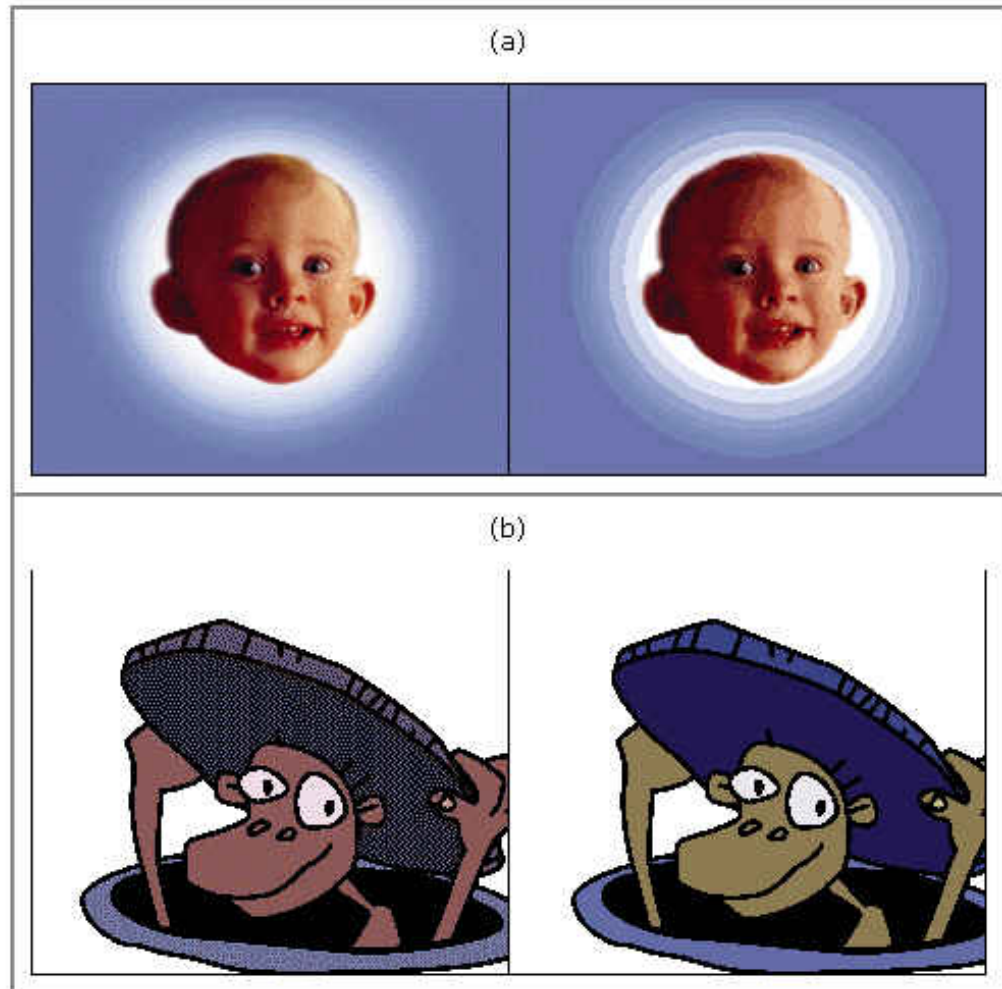
GIF – for line art, cartoons, text, and any image with large chunks of solid color

If the artwork contains both photos and text, try both kinds of compressions, and see which works best!

Graphics

Other terms:
Dithering – good & bad

(a) Image enhanced by dithering--bands are eliminated in the left-hand image; (b) image ruined by dithering--flat color images should not be dithered.





Graphic Types

Other terms:
Alias vs Anti-aliasing

Aliasing versus Anti-aliasing

no

anti-aliasing

smooth

anti-aliasing