

# FUNDAMENTAL OF MULTIMEDIA COLOR

By  
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# ASSIGNMENT

- Expected Outcomes
- In this chapter, Student will be able
  - To understand the color features
  - To select color that suitable for their project

- References

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# Think?

- The two screen shots differ based on their contrast...
  - Analogous colors are used
  - As well as various values and saturations
  - How has the appeal changed?
  - How has the perception of quality changed?

(Source: Nolan, 2003)



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# Think?

- Which sells the most/least expensive moods?
- Which would you feel most comfortable from buying from?
- If you were looking for financial information, which site would you be most/least likely to use?
- The woman is telling you a "secret." In each case, what do you think it might be about?



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# Think?

- The two screen shots differ based on their “temperature”...
  - Blue projects businesslike and authoritative
    - Explains use in many business websites
  - However, also cold, conservative, and unapproachable
  - Addition of red and yellow brings warmth and dynamism
- Do you agree?



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