1.2.7 Color

Color aids organization through contrast and repetition. A good use of color in your design will help visitor comprehension of your overall message. Color provides direction as it relates elements to each other.

Random color choices negatively affect your message. A color scheme affects your message positively by helping achieve unity. You should plan for color early when creating a new design or your colors will end up being cosmetic and somewhat random.

Color theory defines classic color schemes as:

- Monochomatic – different shades and tints of a single color
- Analagous – colors adjacent on the color wheel
- Complementary – colors at opposite ends of the color wheel
- Split complementary – a main color and 2 addtional colors next to the complementary of the main color
- Triadic – 3 colors equally spaced around the color wheel
- Tetradic – 2 complimentary color pairs

Color evokes emotions. Psychology and cultural differences influence the way people react to and interpret color.

Darker colors are seen before lighter colors. Warmer colors move elements forward while cooler colors make elements recede into the background.

[Seven Design Components](#)

View more [documents](#) from [Lori Shyba](#).

Summary

Whether you're consciously aware of them or not, each of the above components will be present in your design.

You can choose how much or how little of any to include, but they will all be there to some degree no matter. Not being aware of them during design will lead to them being included haphazardly which might have negative consequences on your overall design.

As I mentioned at the start I've written more in depth about some of these 7 components in the past and over the next few weeks I'll add more detailed posts about those I've yet to cover. This post is meant to serve as an introduction to each of those detailed posts, both written and yet to be written.