GUI

GRAPHICAL USER INTERFACE

GUI

COLOR

Color

Color
60–30–10 Rule

60% is your dominant hue,
30% is secondary color and
10% is for accent color.

Color

60–30–10 Rule

Color

60–30–10 Rule

Color

Color meaning

Red: Passion, Love, Danger
Blue: Calm, Responsible, Safe
Black: Mystery, Elegance, Evil
White: Purity, Silence, Cleanliness
Green: New, Fresh, Nature

Color

Keep the contrast

Some colors go well with each other,
while others will clash.
There are definitive rules for how
they will interact that can be
best observed on a color wheel.
You should be aware of this methods
but it’s not necessary to do it manually.

Color

Color Theory

Color
Color Theory

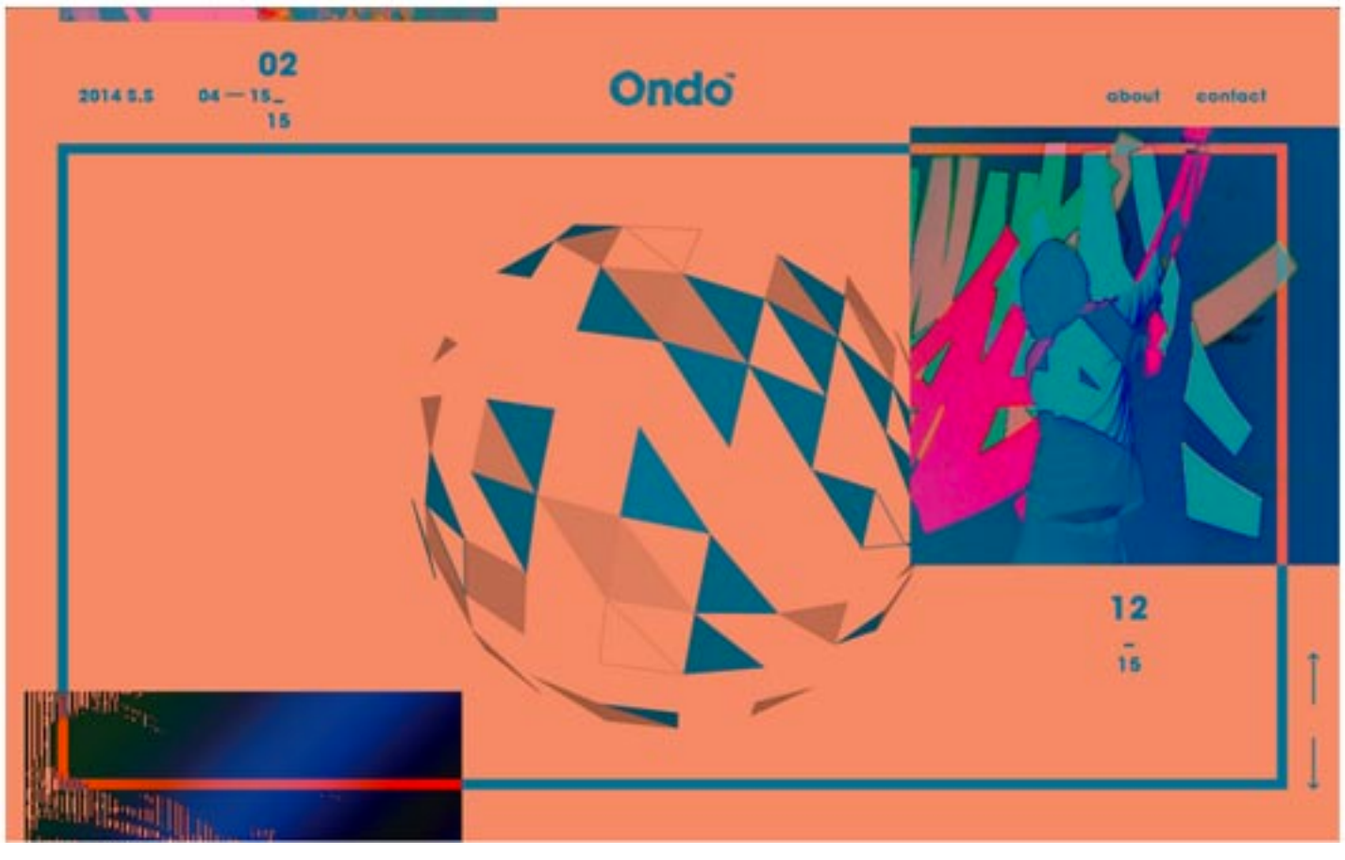
COMPLEMENTARY

Color
Color Theory

COMPLEMENTARY

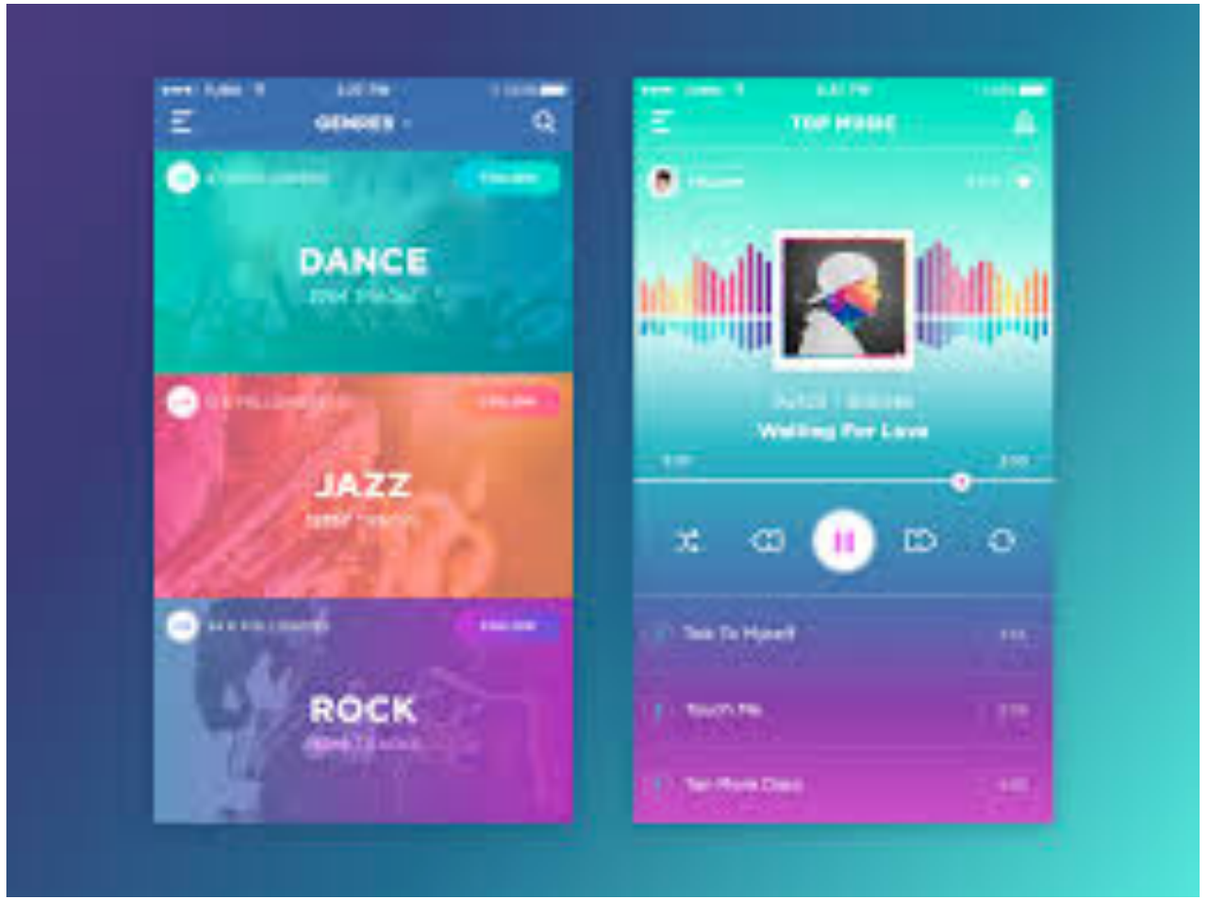
Color
Color Theory

COMPLEMENTARY



Color
Color Theory

COMPLEMENTARY



Color

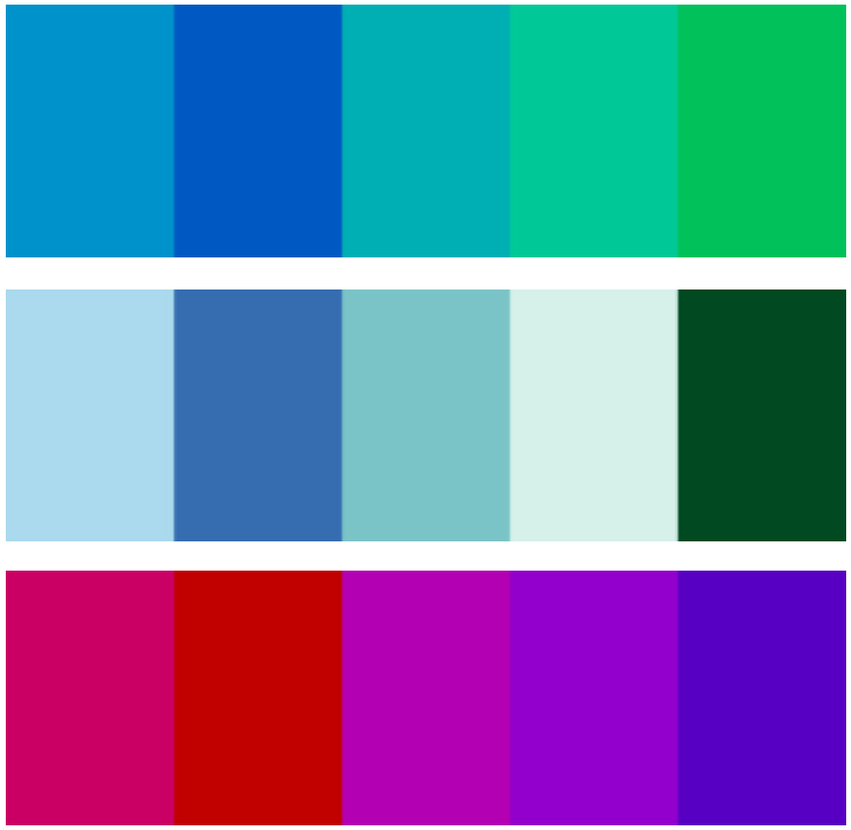
Keep the contrast

ANALOGOUS

Color

Keep the contrast

ANALOGOUS



Color

Keep the contrast

ANALOGOUS

Color

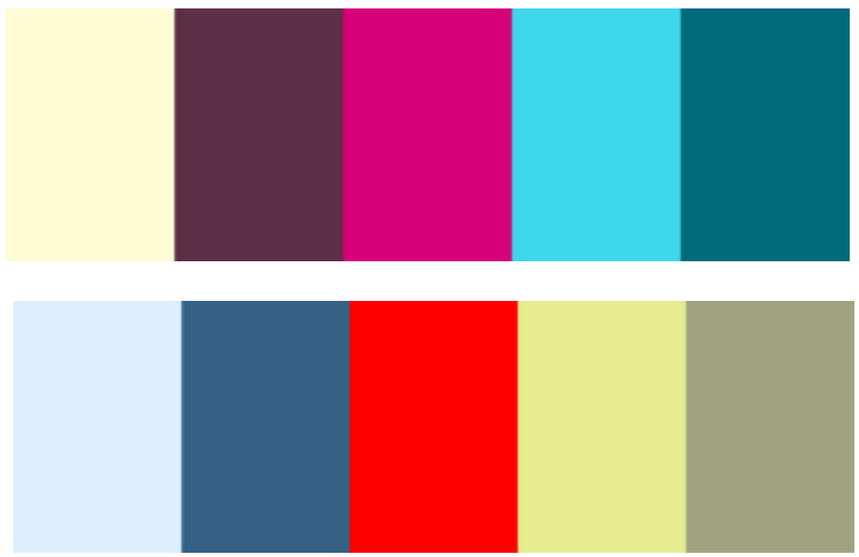
Keep the contrast

TRIADIC

Color

Keep the contrast

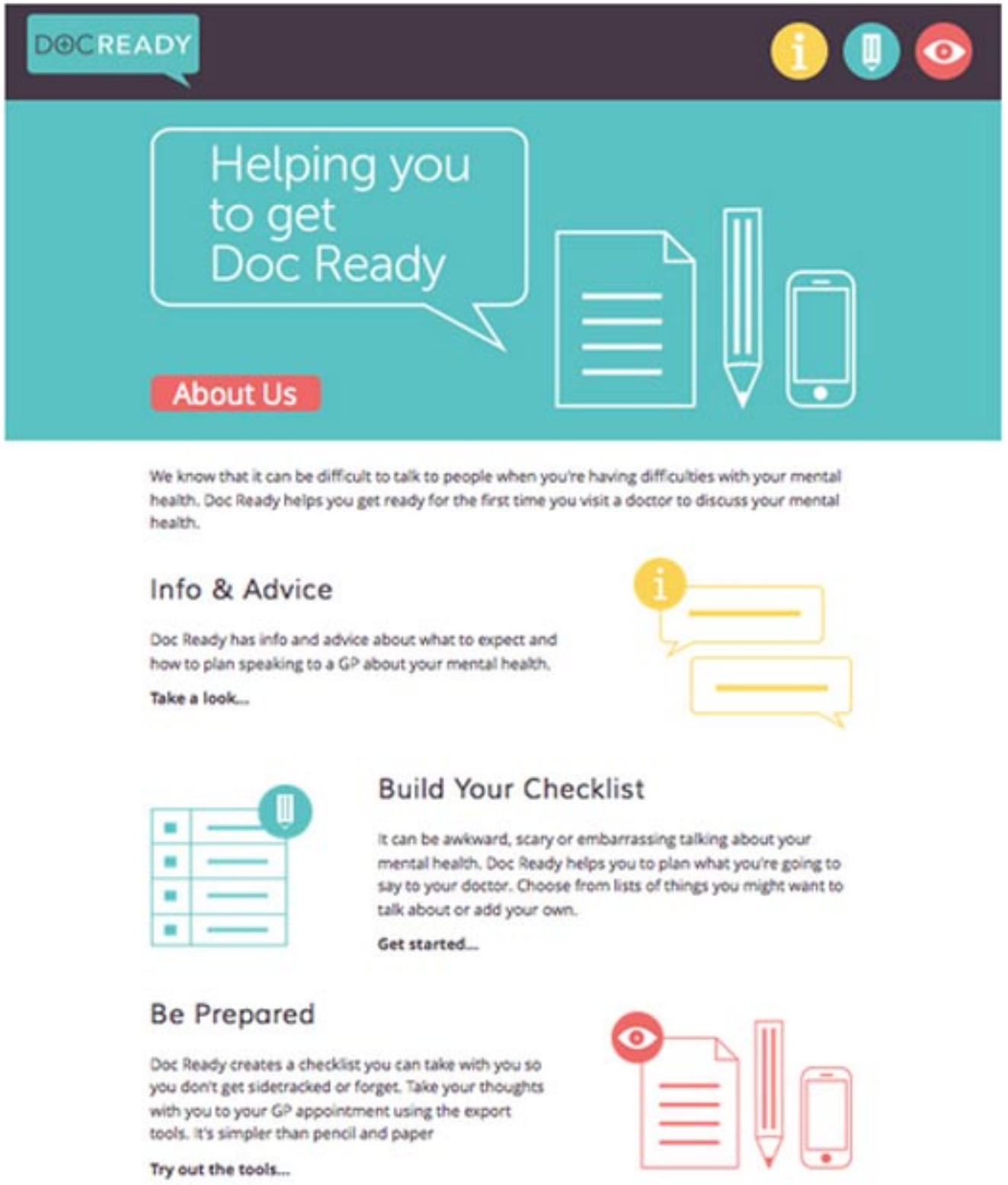
TRIADIC



Color

Keep the contrast

TRIADIC



Color

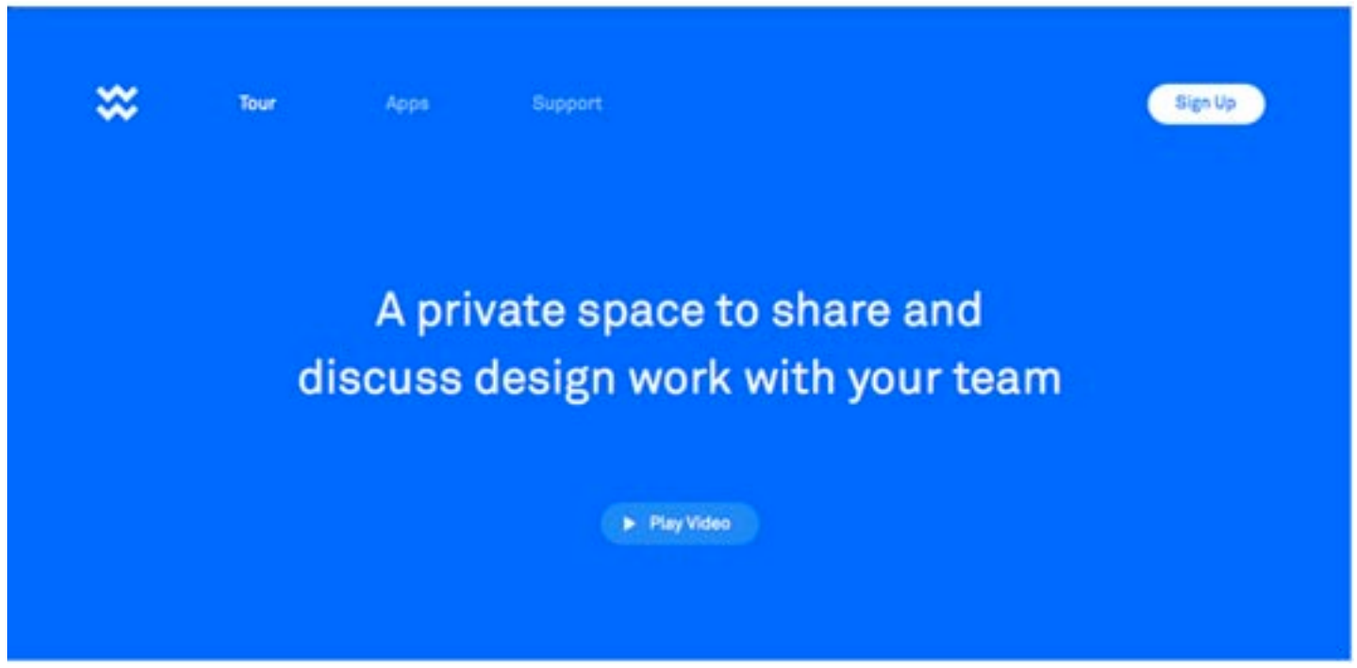
Keep the contrast

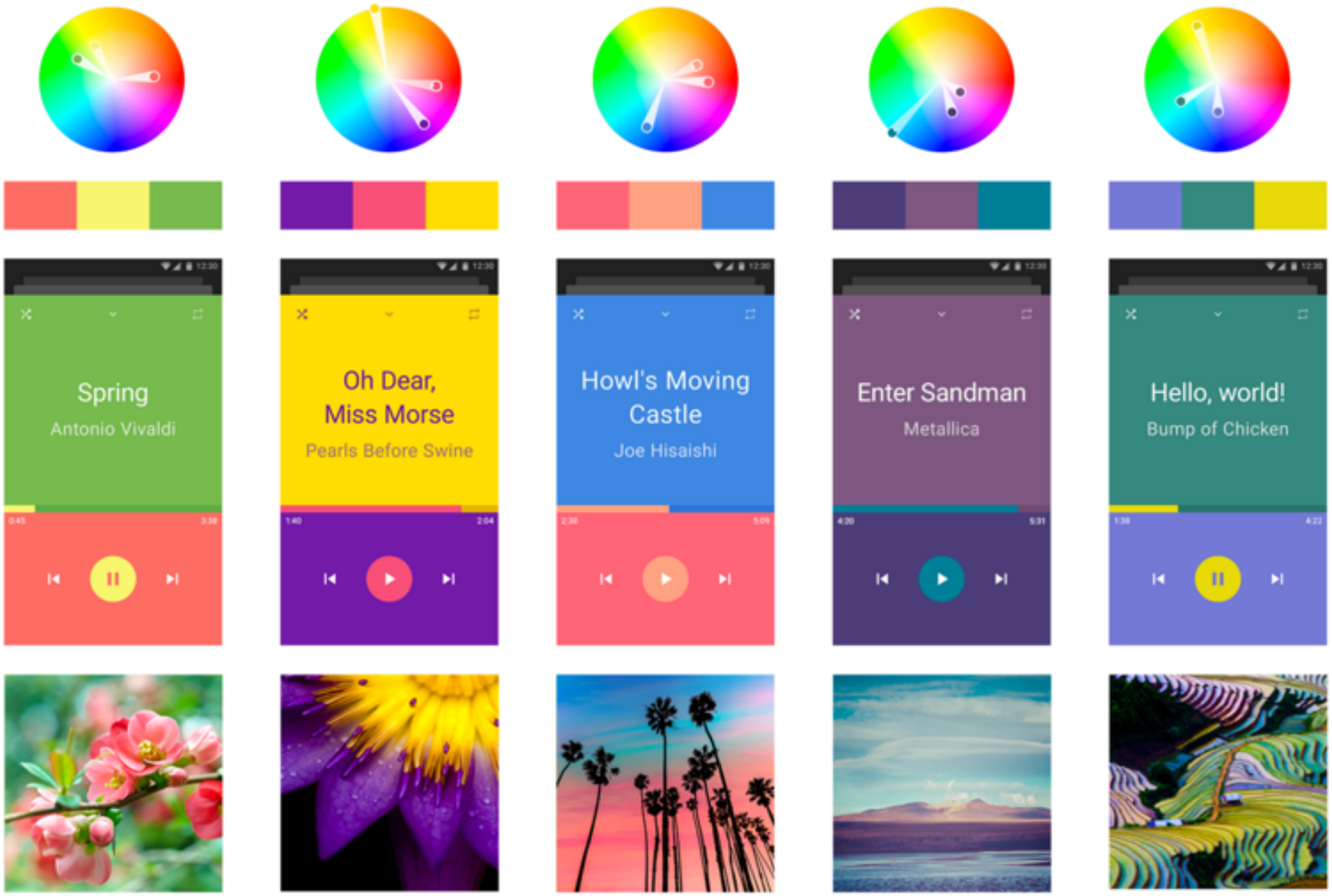
MONOCHROMATIC

Color

Keep the contrast

MONOCHROMATIC



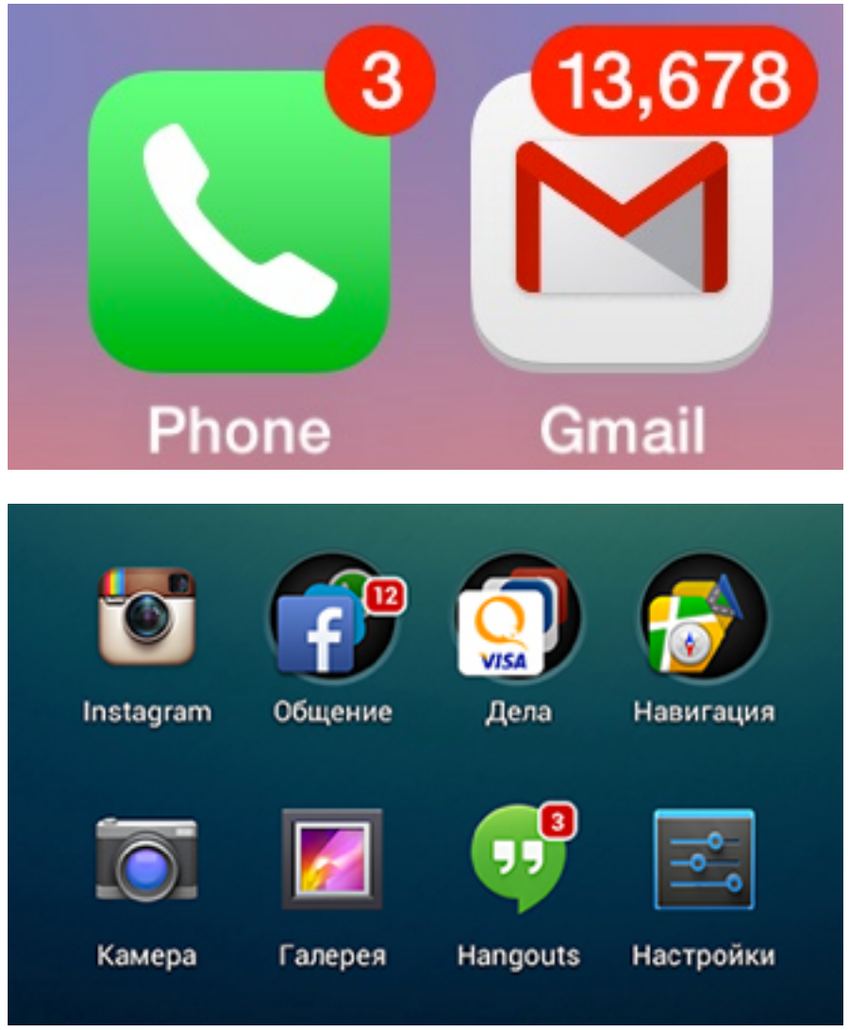


https://coolors.co/

COLOR MATTERS

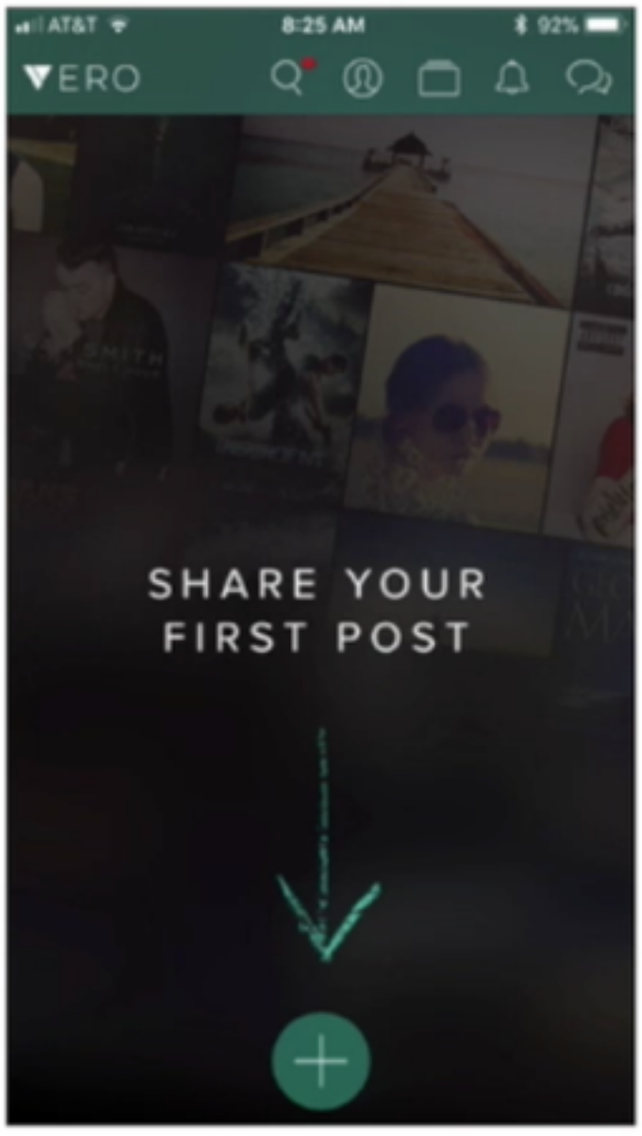
COLOR PROVIDED VISUAL CUES

- Color get attention.
- Color stirs emotional response and suggests associated meaning.
- To prevent confusion in meaning,color has to be used consistently.

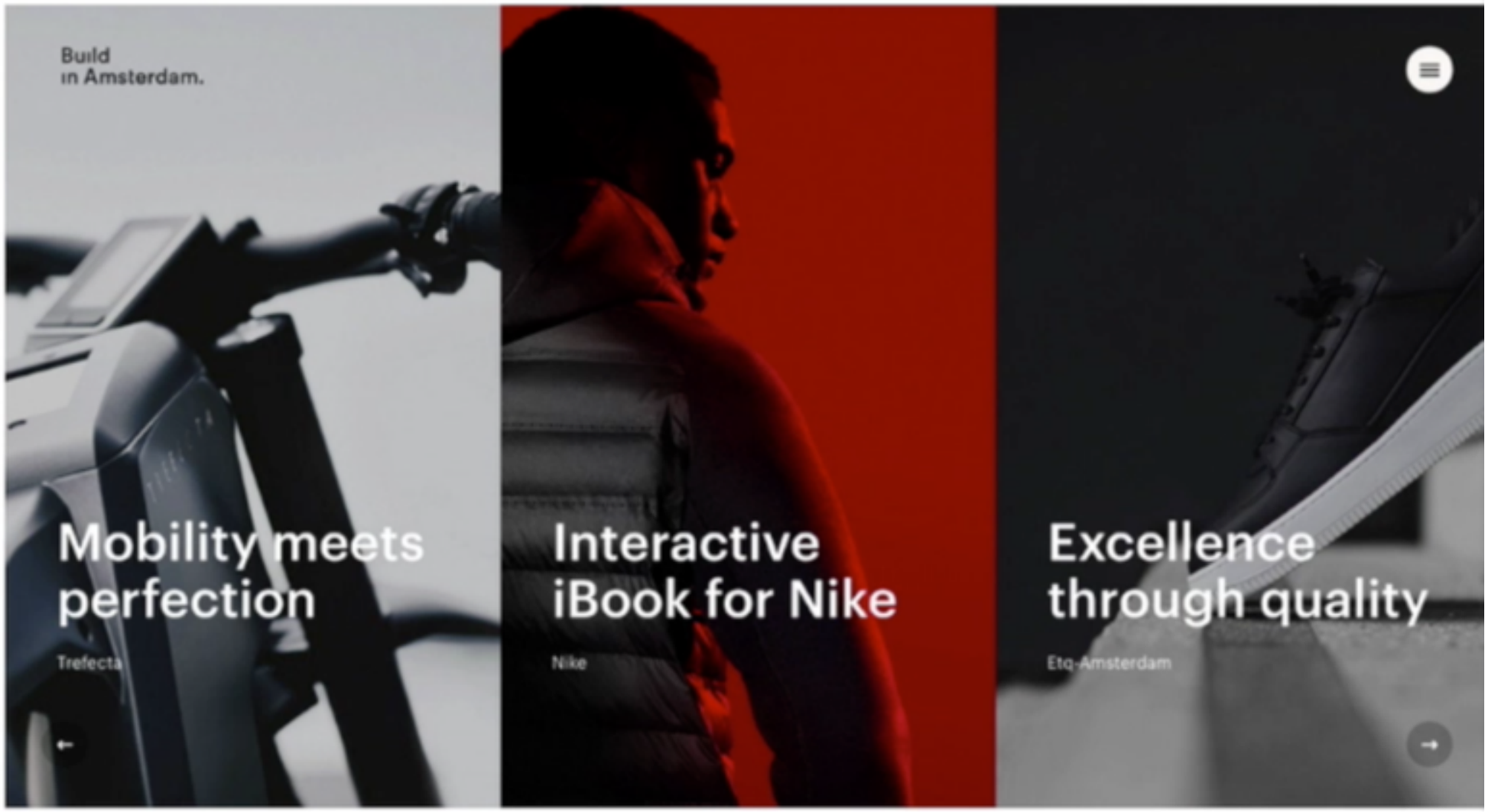


COLOR PROVIDED VISUAL CUES

- To get the desired emotional response, color has to be used appropriately.

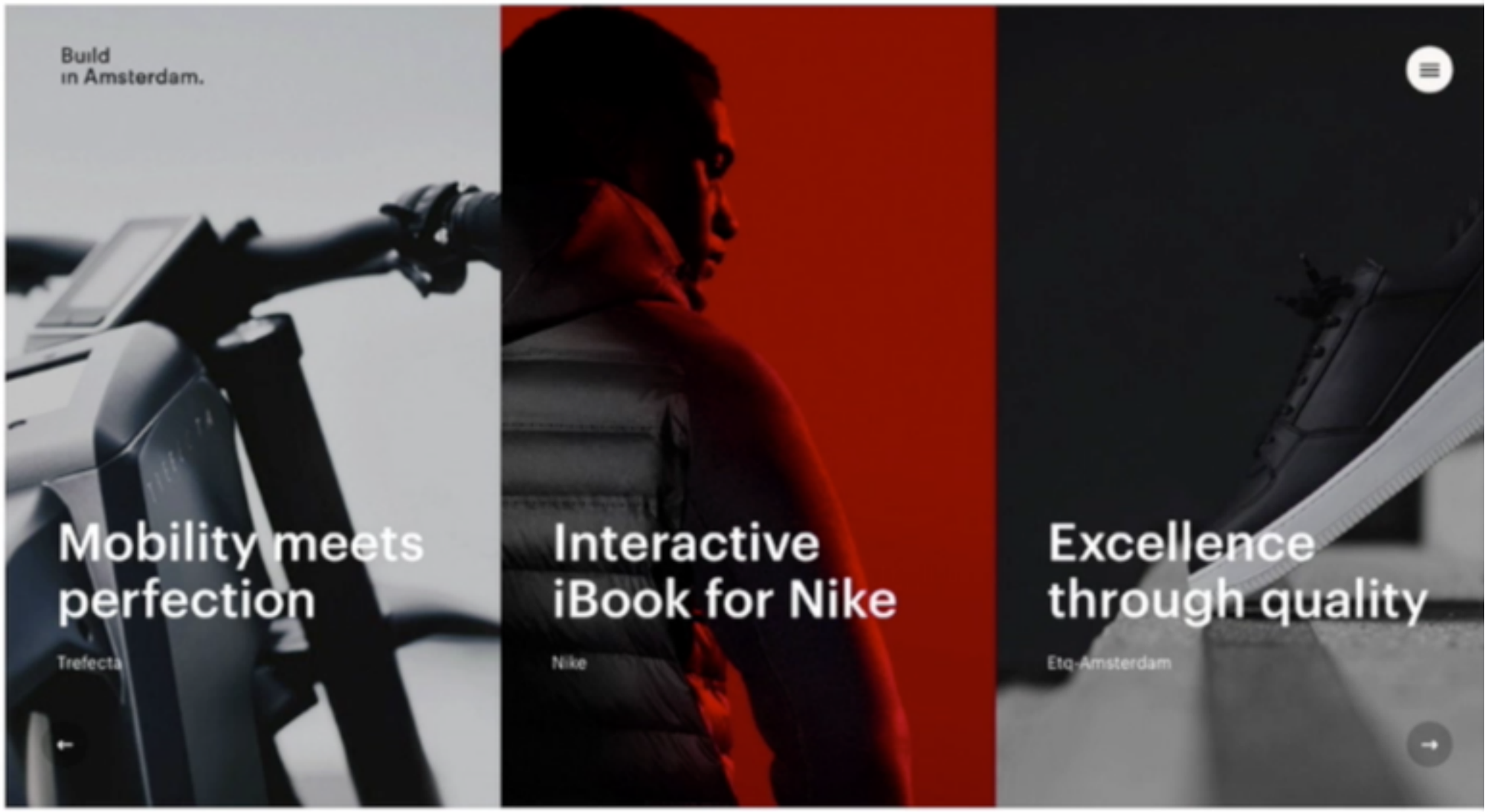


COLOR COMMUNICATES



- The right colors draw the eye to the most important areas on the screen.

COLOR COMMUNICATES



- Color can maximize readability and minimize optical fatigue.

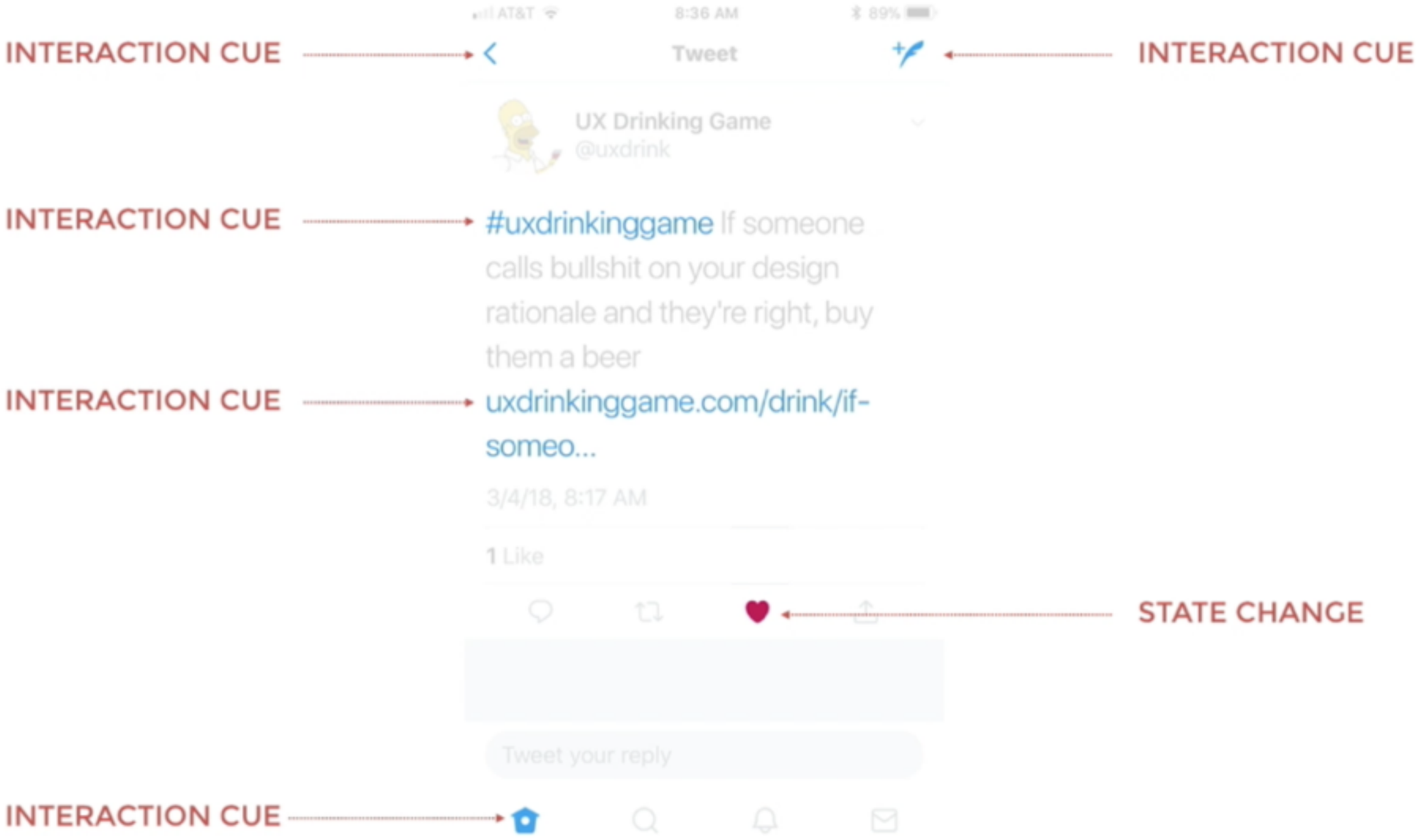
COLOR COMMUNICATES

- Color pleases the eye and sustains visual interest.

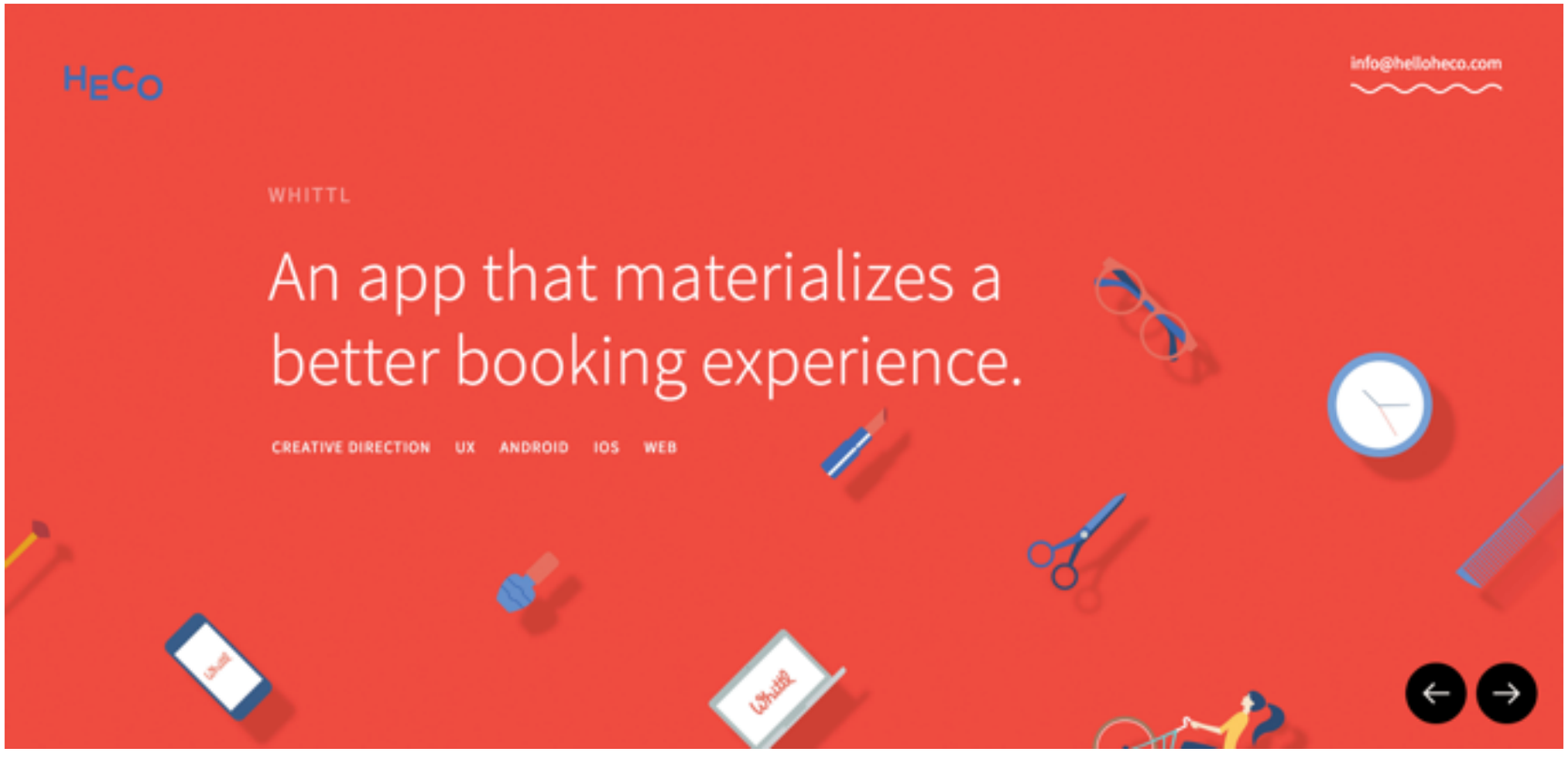
HOW COLOR INFLUENCES INTERACTION

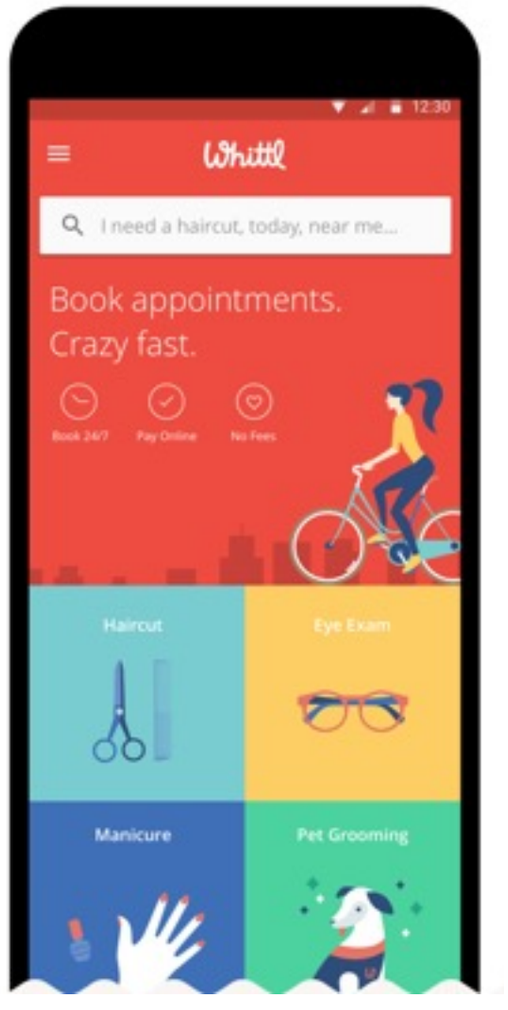
COLOR - INTERACTION

COLOR - INTERACTION



COLOR CREATES CONNECTION,CONTINUITY



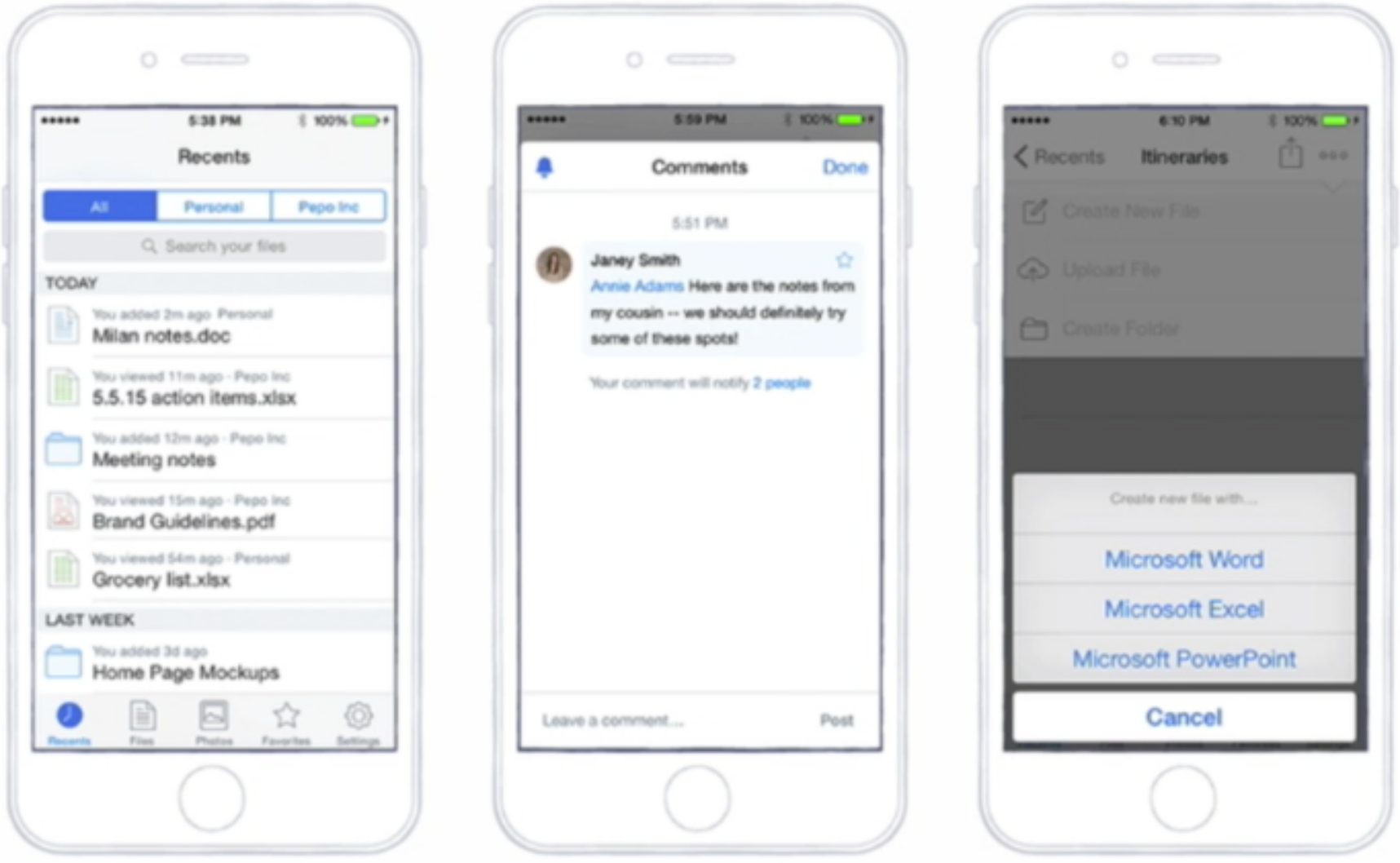


https://www.helloheco.com/project/whittl

COLOR SHOULD HIGHLIGHT, NOT DETERMINE

- Color should never be the sole differentiator of things in the UI
- For extended screen use situations, use light, muted background colors.

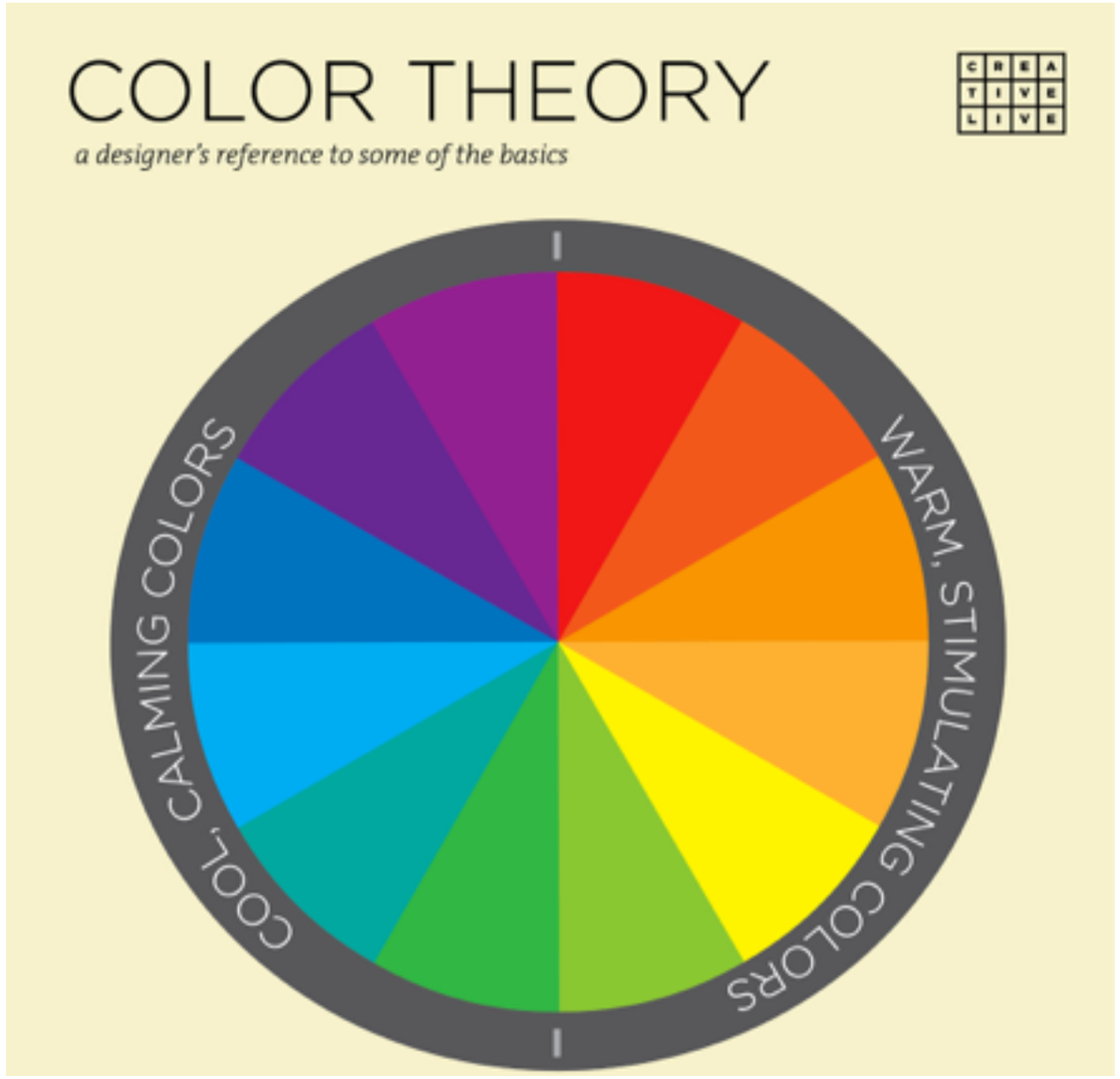
COLOR SHOULD HIGHLIGHT, NOT DETERMINE

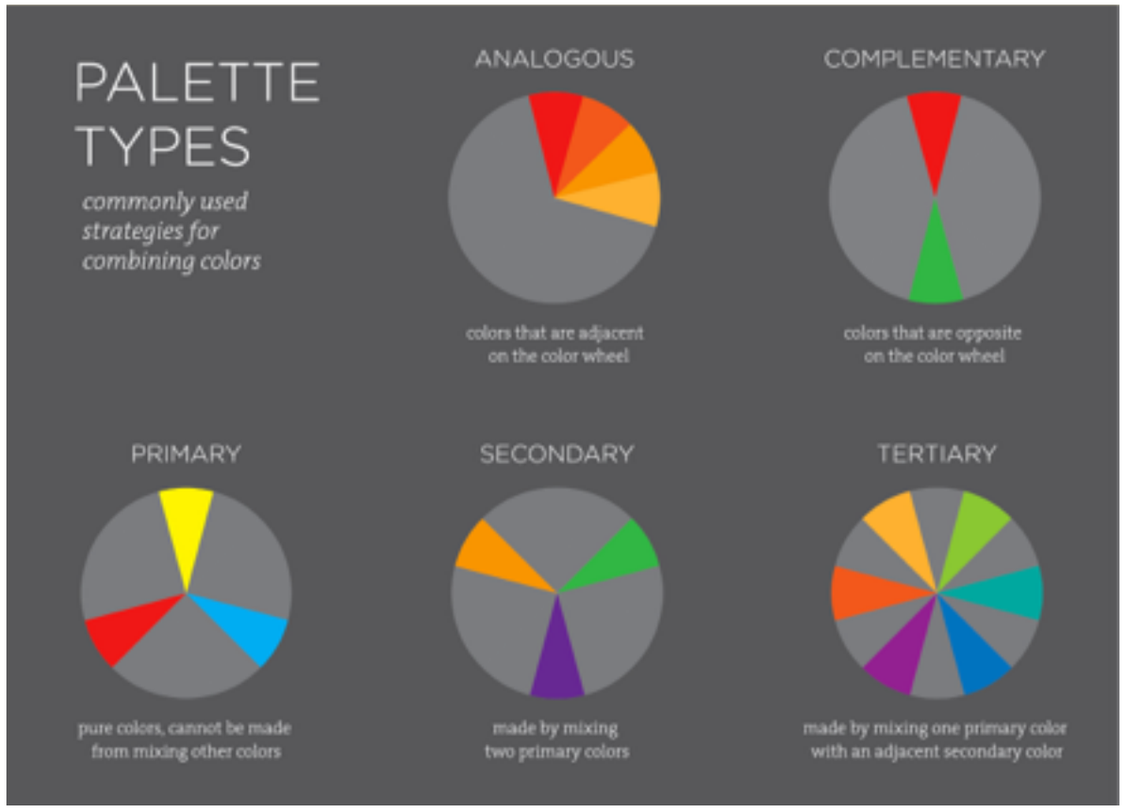


- Bright,saturated colors should only be used as visual accents.

HOW TO CHOOSE THE RIGHT COLORS FOR YOUR UI

COLOR THEORY IS USEFUL





CONSIDER COMMON ASSOCIATIONS

BLACK

Authority and power; timeless; cool; brooding; counter culture (arts & music)

WHITE

Innocence and purity; cleanliness and sterility; surrender and peace (int'l)

RED

Alarm and urgency; attention; intensity; speed; warning of danger; love

PINK

Romance; gratitude; grace; admiration; harmony; compassion; female

BLUE

Peaceful, tranquil; sky; ocean; business; technology; innovation; male

GREEN

Nature; organic; calming; refreshing; relaxing (hospital "green" rooms)

YELLOW

Optimism; happiness; warmth (sunlight); positivity; joy; hope

PURPLE

Royalty; wealth; luxury; sophistication; considered feminine and romantic

BROWN

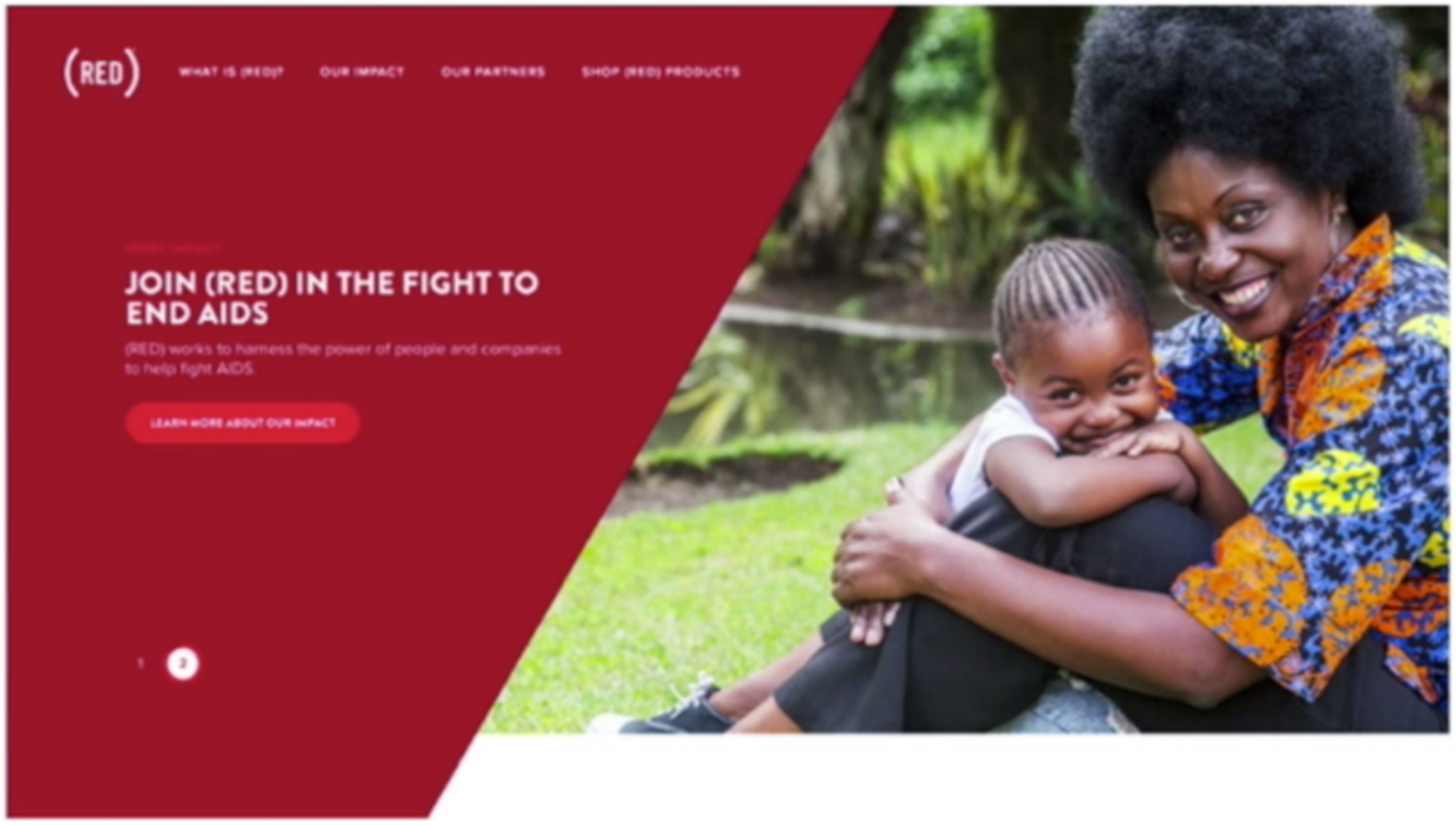
Nature; Earth; home; friendship; richness; genuineness; solidity

RED

CONSIDER EMOTIONAL IMPACT.

- Seeing Red has physiological impact: It's been proven to increase blood circulation, breathing and metabolism.

CONSIDER EMOTIONAL IMPACT.



- Red elements demand to be noticed,scream for attention.

CONSIDER EMOTIONAL IMPACT.

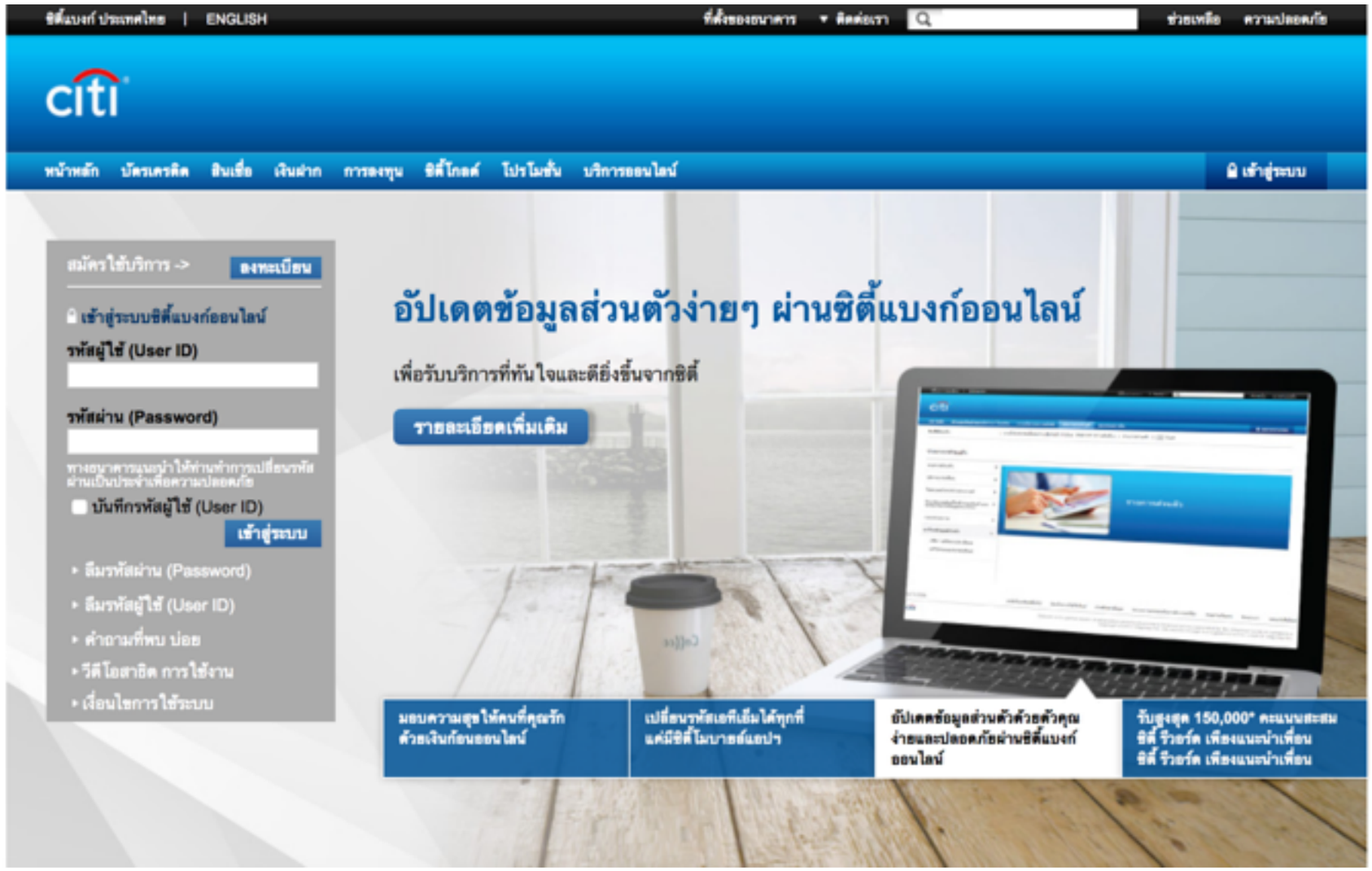
- Red also signifies importance and priority,like a to do list.

BLUE

CONSIDER EMOTIONAL IMPACT.

- Blue tends to have a calming, inviting effect, due to associations with sky and water.

CONSIDER EMOTIONAL IMPACT.



- Blue : This also commucates trust (banks,tech).

CONSIDER EMOTIONAL IMPACT.

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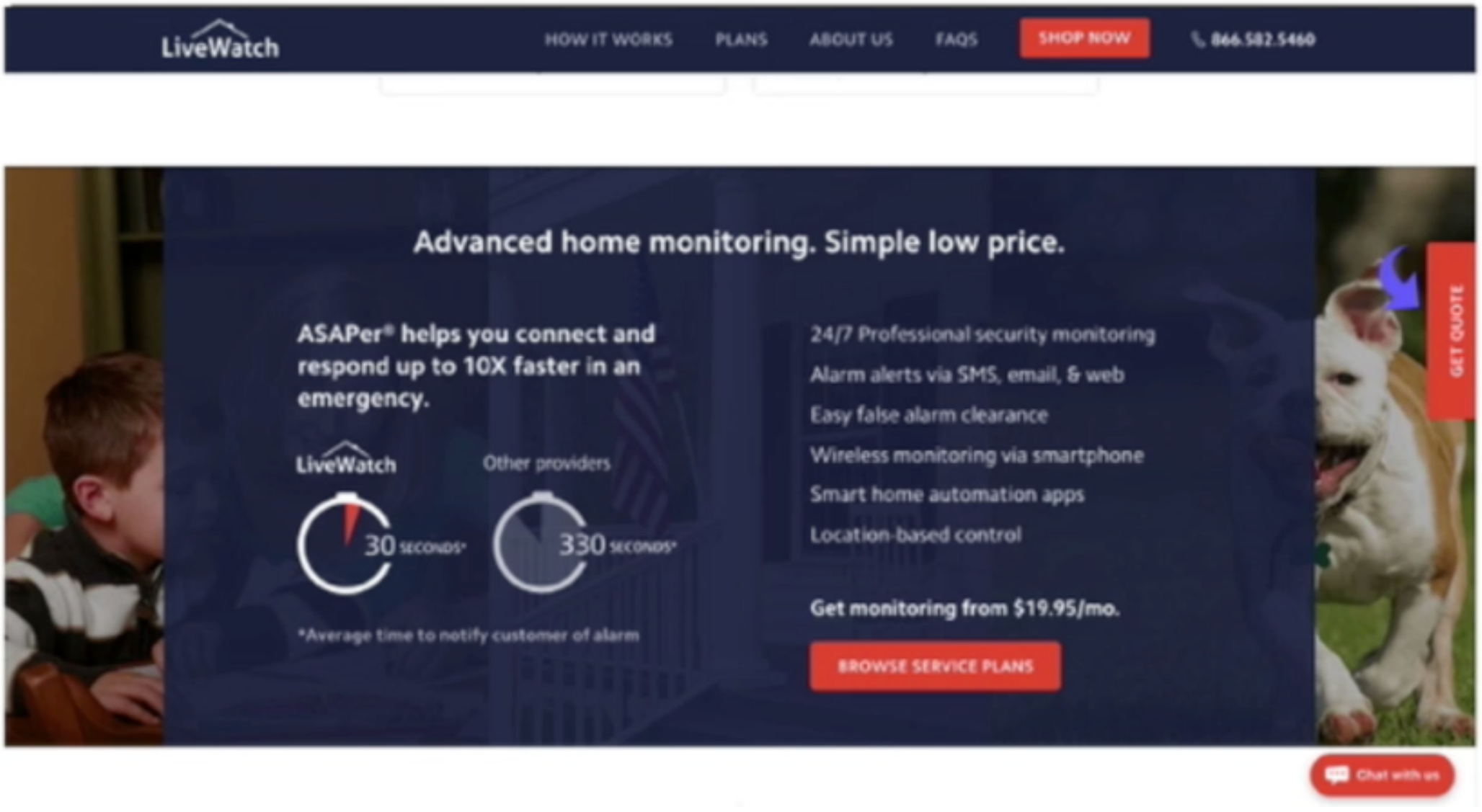
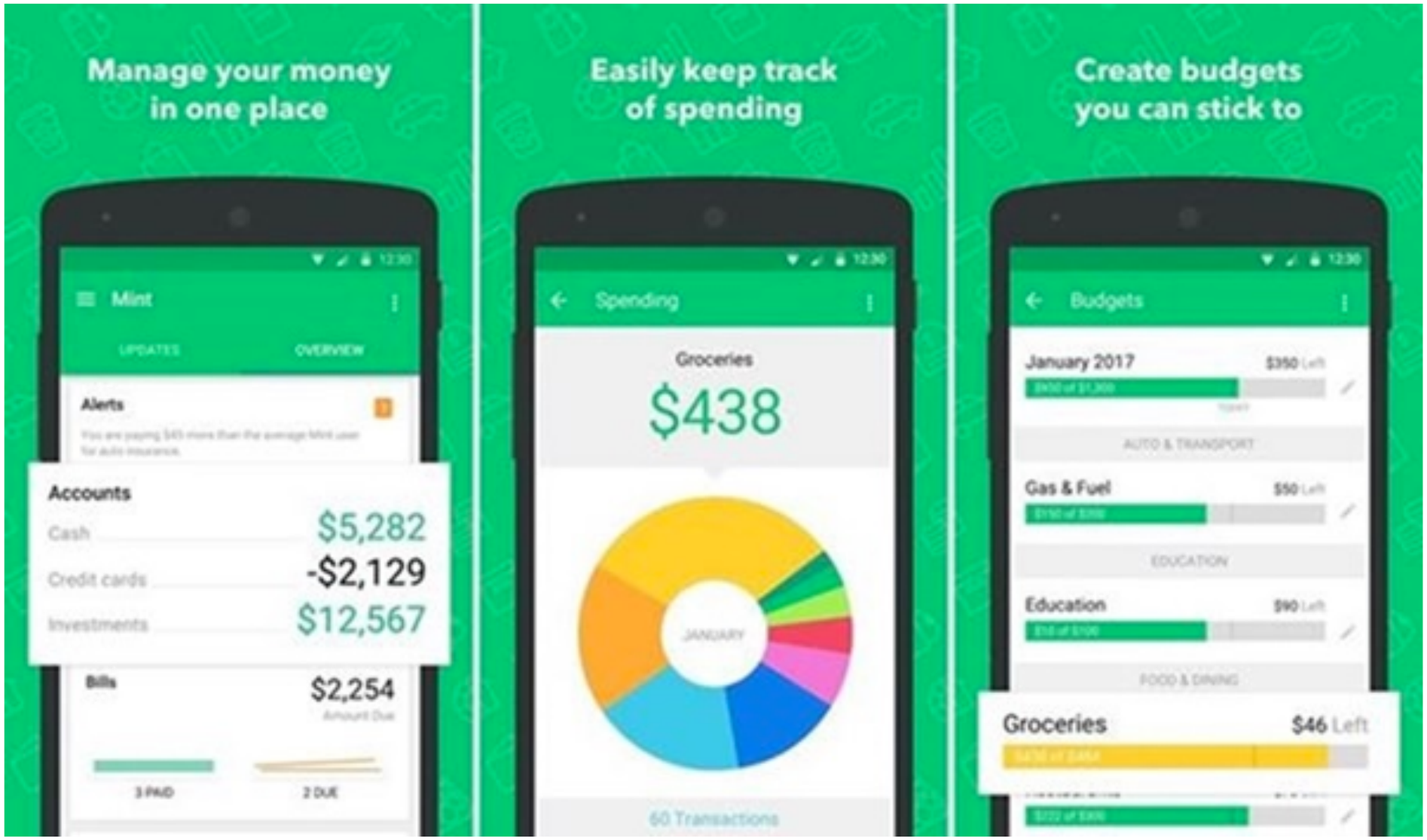
CONSIDER EMOTIONAL IMPACT.



- Lighter blues are open and friendly;darker,shades suggest security.

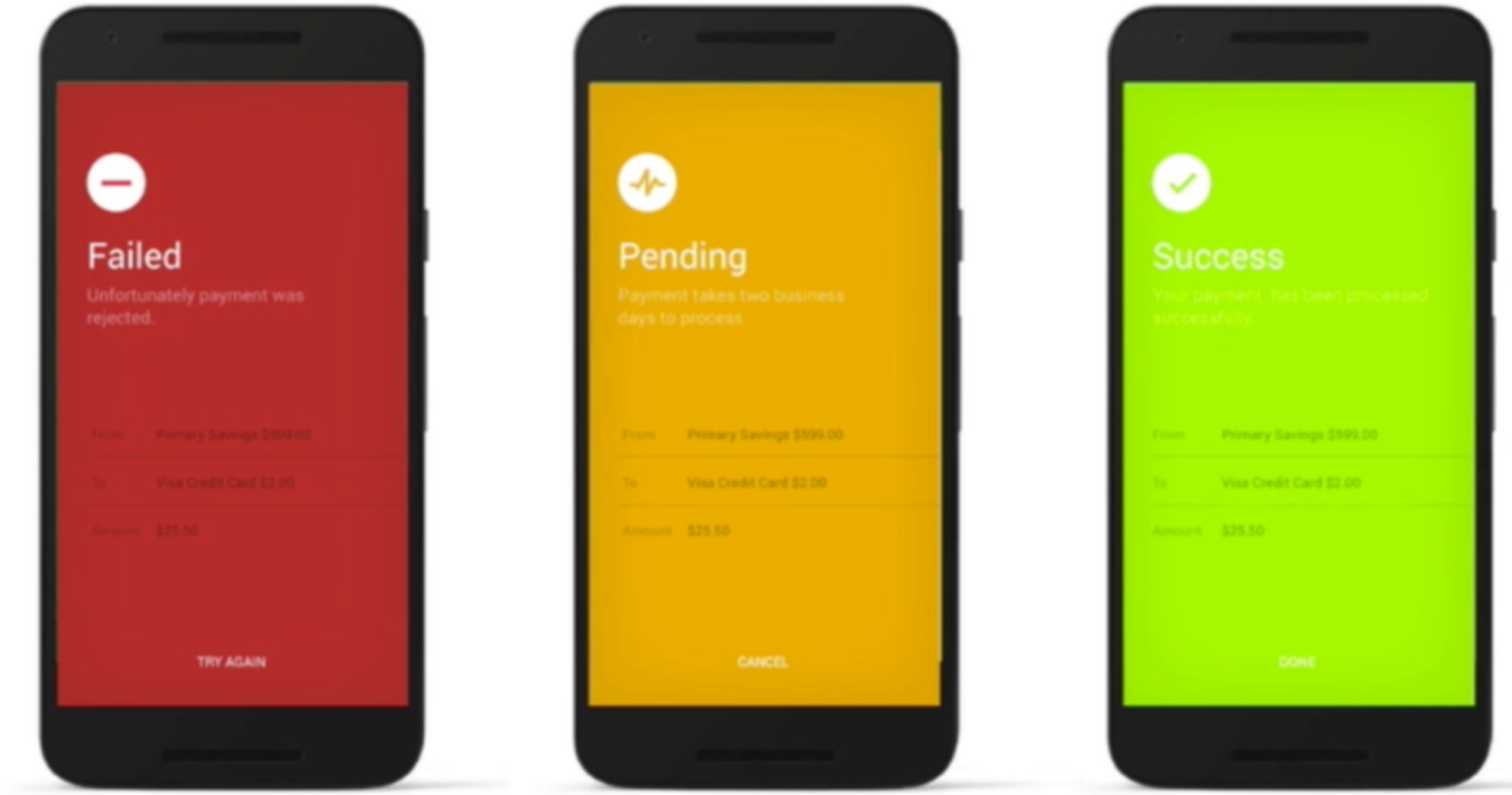
GREEN

CONSIDER EMOTIONAL IMPACT.



- Green is often associated with nature,success, groeth and money.

CONSIDER EMOTIONAL IMPACT.



- Green : It also feels fresh,new and,in western culture sighifies all is OK.

SHADOWS / MIDTONES / HIGHLIGHT / ACCENTS

SHADOWS / MIDTONES / HIGHLIGHT / ACCENTS

SHADOW

MIDTONE

HIGHLIGHT

ACCENT

SHADOWS / MIDTONES / HIGHLIGHT / ACCENTS

SHADOW

MIDTONE

HIGHLIGHT

ACCENT

CONTRACT TO IMPROVE READABILITY,
ATTENTION AND FOCUS.

CONTRACT ENABLES READABILITY.

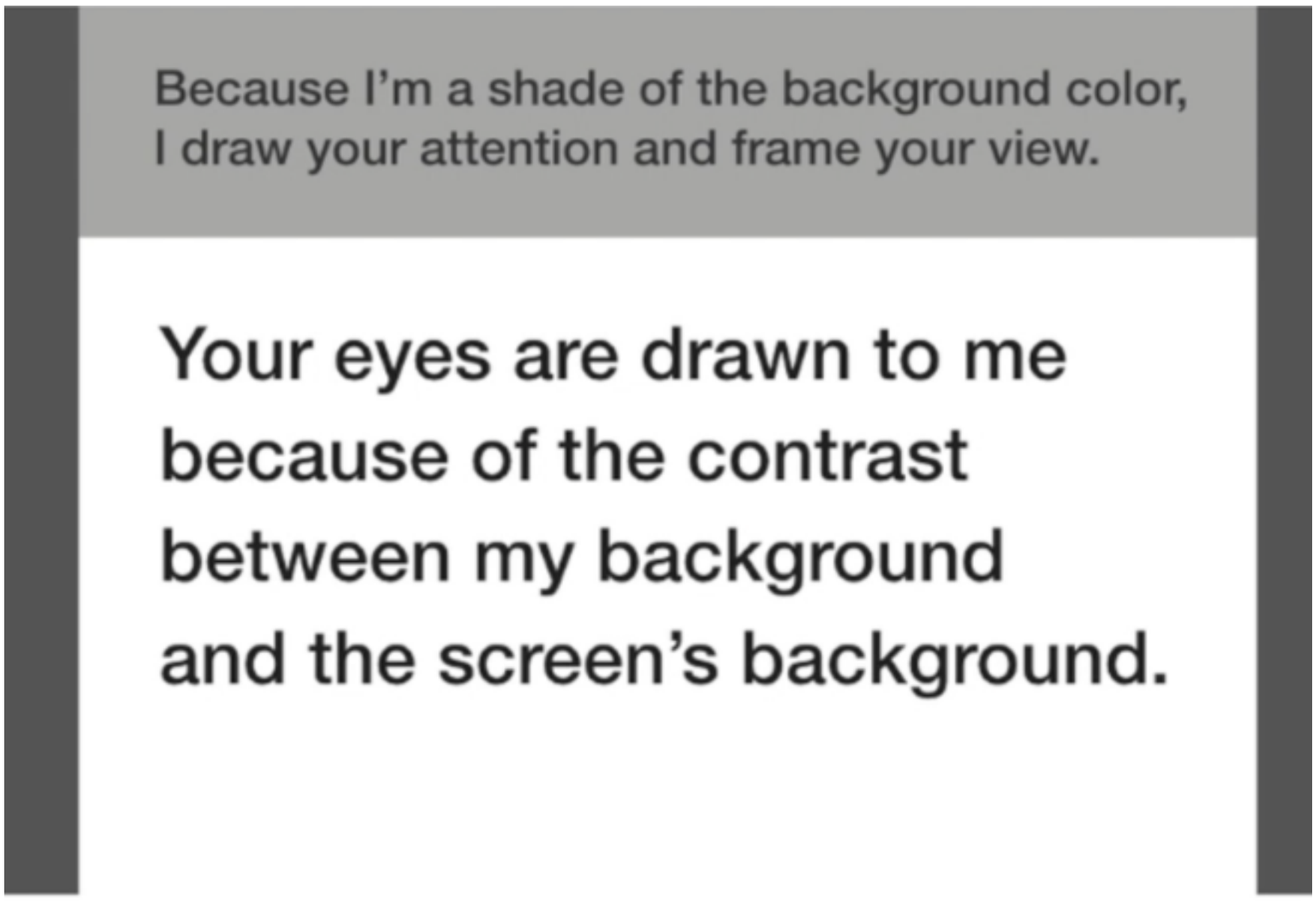
Text is easily readable when stark, complementary colors are used.

A design where text is the brightest element can reduce eye strain by focusing attention.

Lack of contrast between text and background strains the eyes because they don't know which color to focus on.

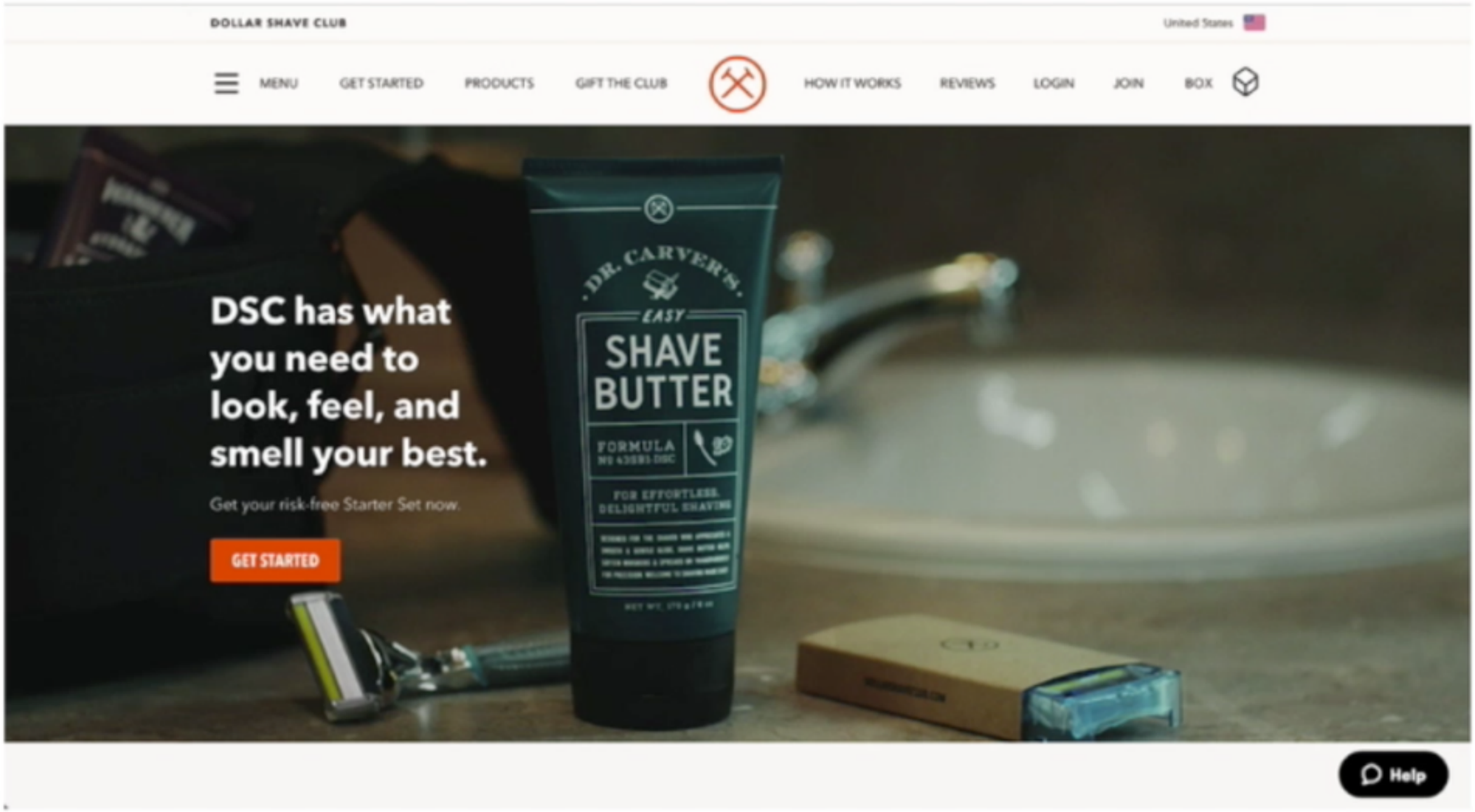
The fact that colors are complementary doesn't mean contrast is appropriate. If both colors are too bright, eye strain is again the result.

CONTRACT DRAW ATTENTIONS.

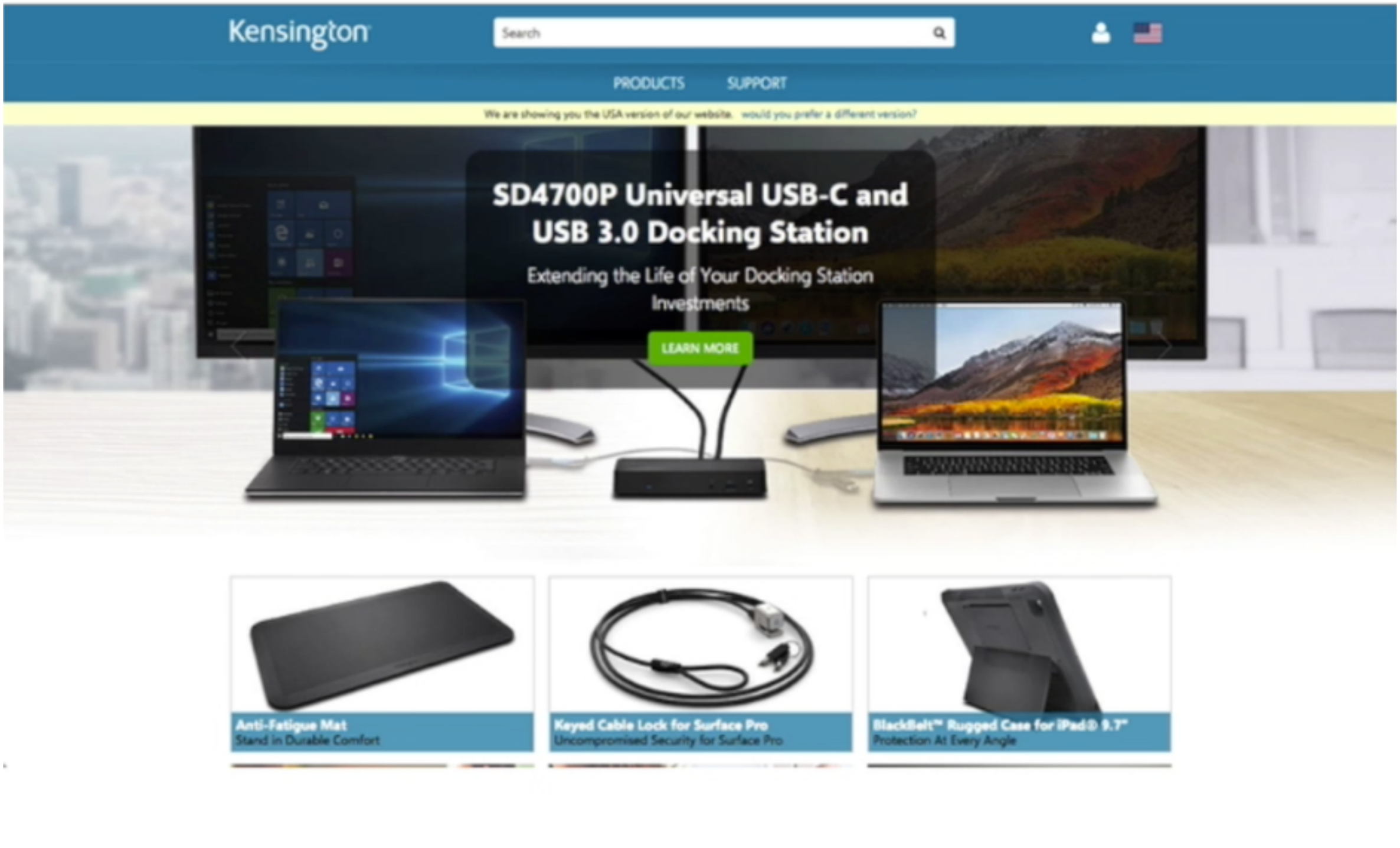


- Areas of hightest contrast draw the user's attention first.

CONTRACT DRAW ATTENTIONS.



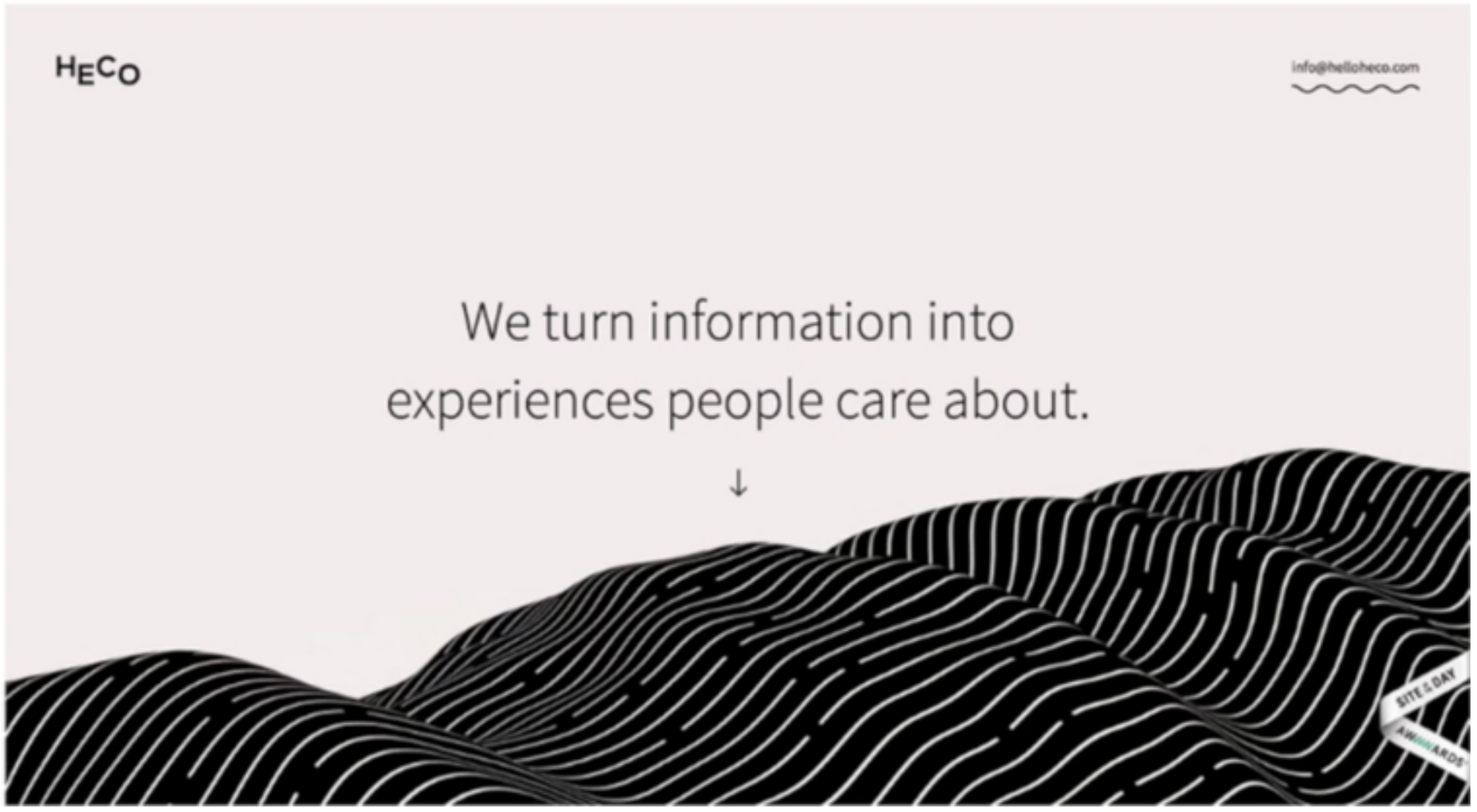
CONTRACT DRAW ATTENTIONS.



CONTRACT

1

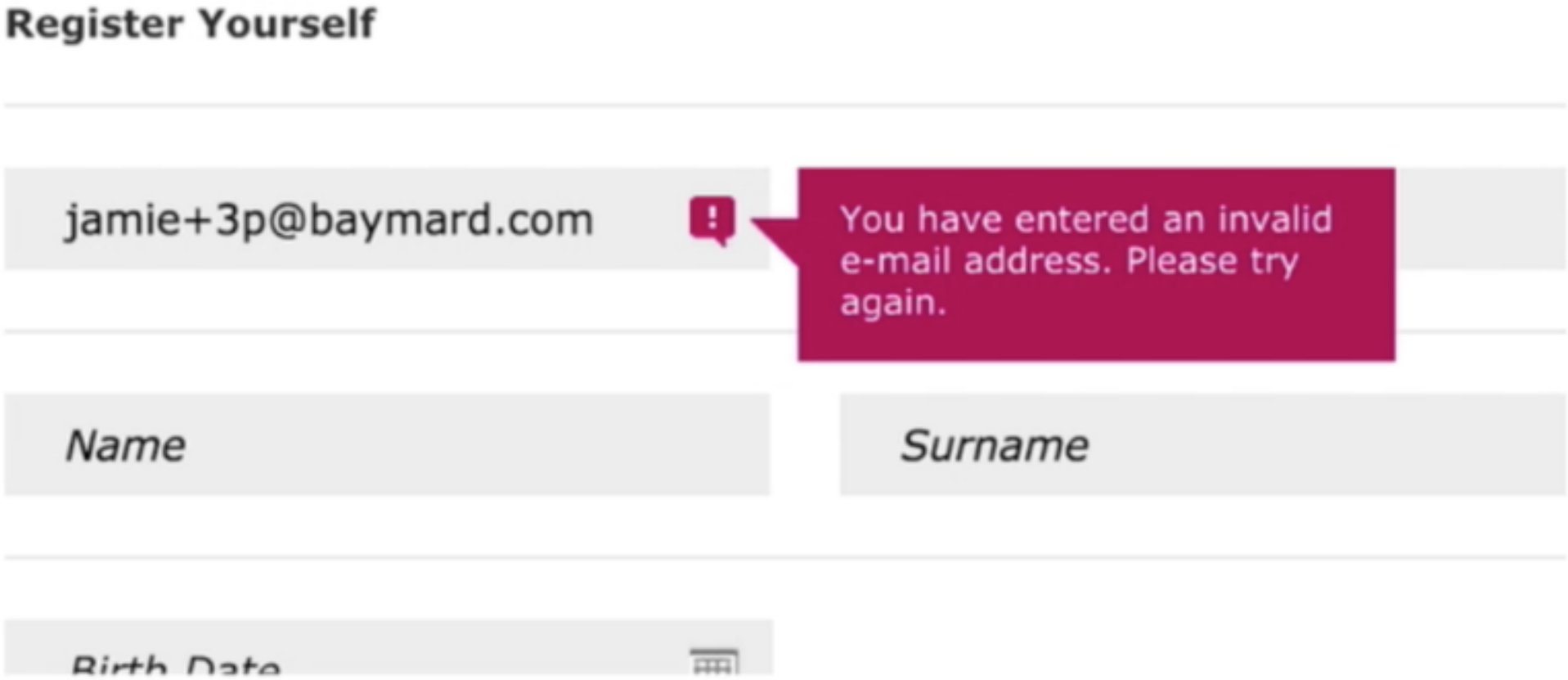
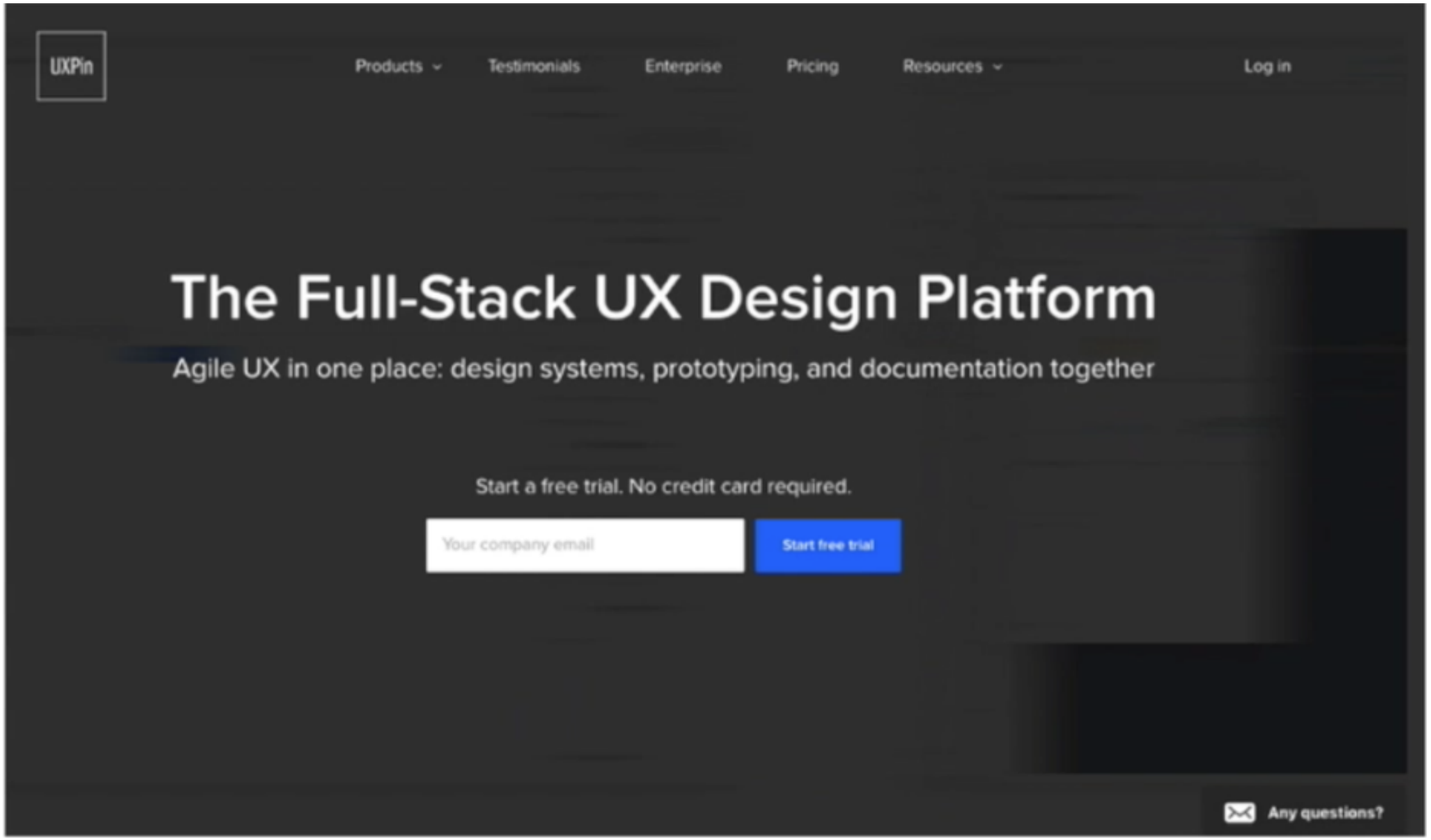
Contrast draws the user's attention to essential component of the interface.



CONTRACT

2

Contrast helps the user understand relationships between on screen elements.



CONTRACT DRAW ATTENTIONS.