



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

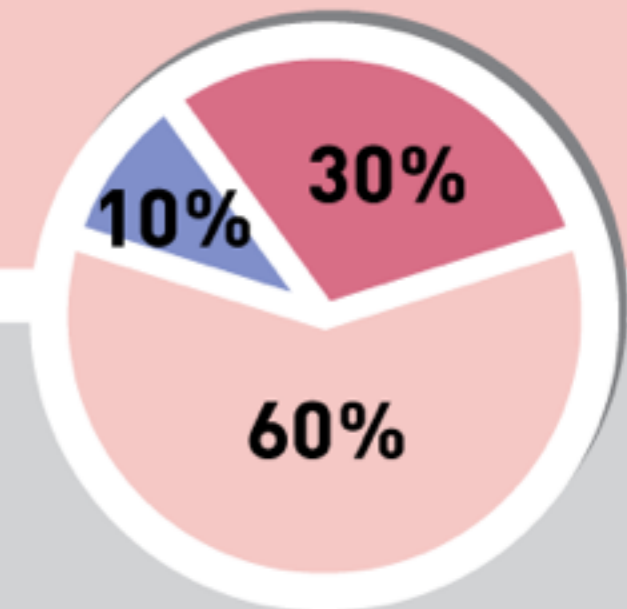
60-30-10 Rule



1. The 60-30-10 Rule

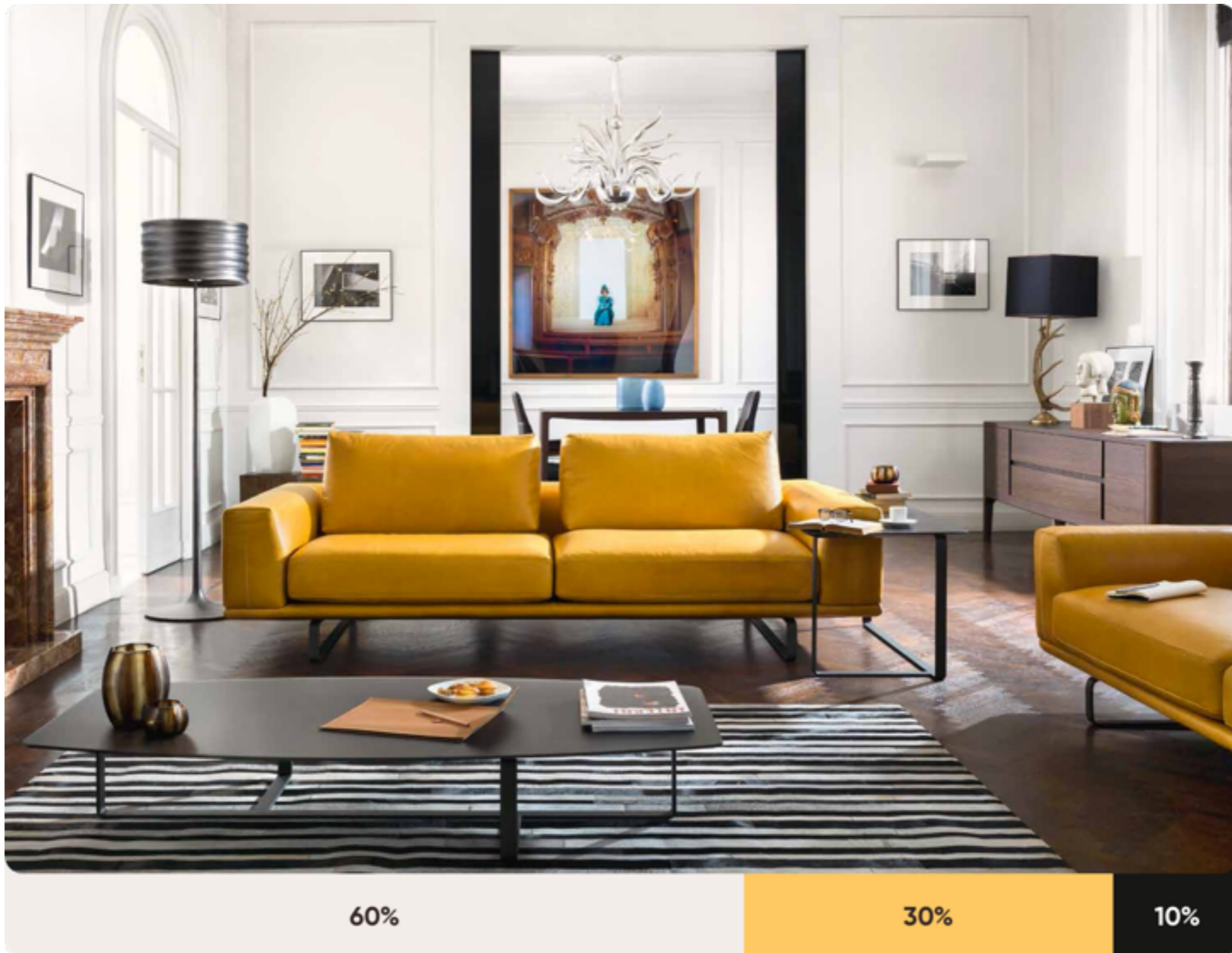
สัดส่วนง่ายๆ ที่ใช้ได้เสมอ

เลือกใช้สีหลัก ครอบคลุมพื้นที่ส่วนใหญ่ 60%
ตกแต่งไฮไลท์ผนังด้านหนึ่งอีก 30% ด้วยสีที่เข้มหรือสดกว่า
เพิ่มความสะอาดตา ด้วยเฟอร์นิเจอร์หรือของตกแต่งอีก 10% กับอีกน้ำหมักสีที่แตกต่าง



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



Complementary



Analogous



Triadic



Split-Complementary



Square



Rectangle

Color

Color Theory

COMPLEMENTARY



Color

Color Theory

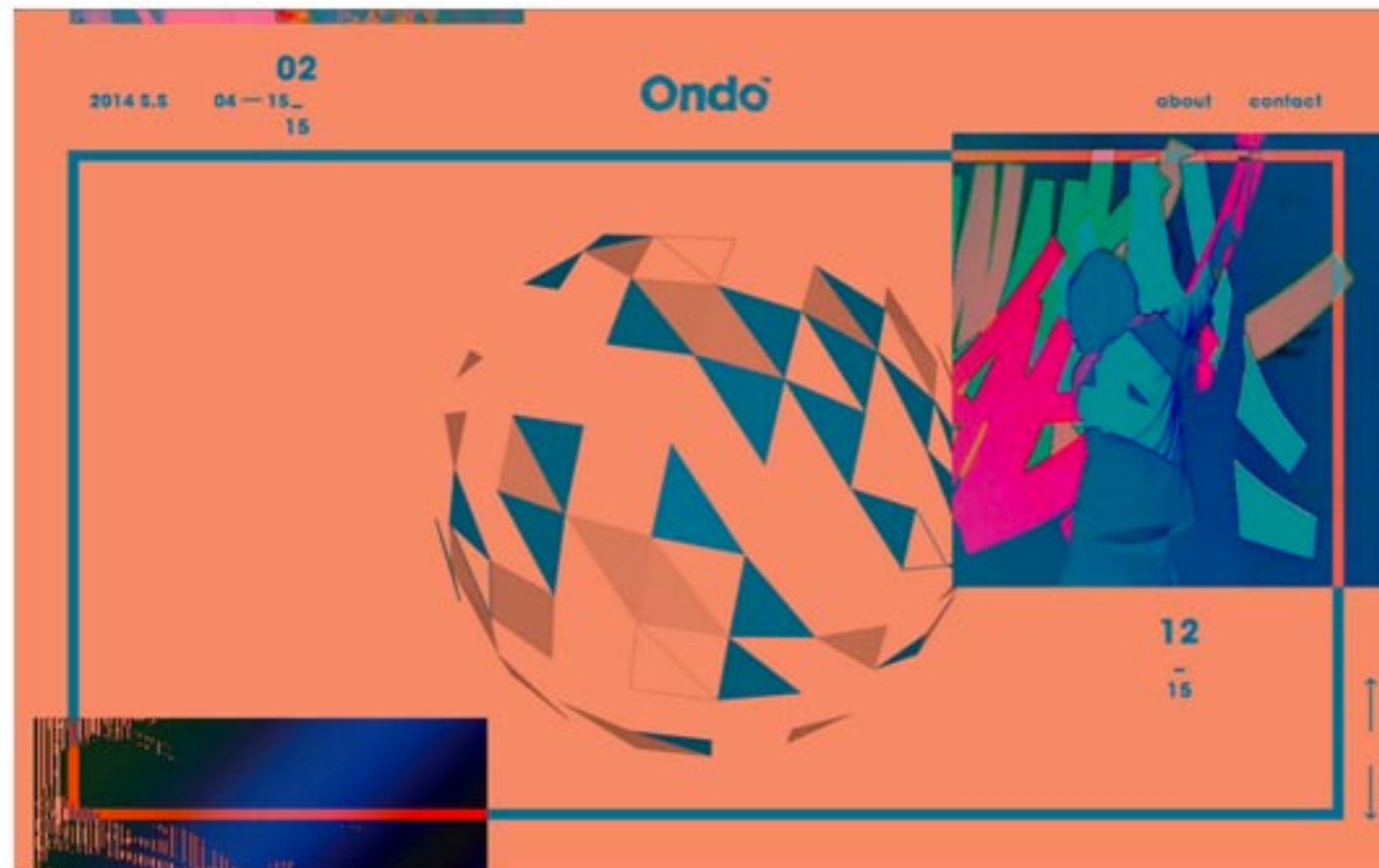
COMPLEMENTARY



Color

Color Theory

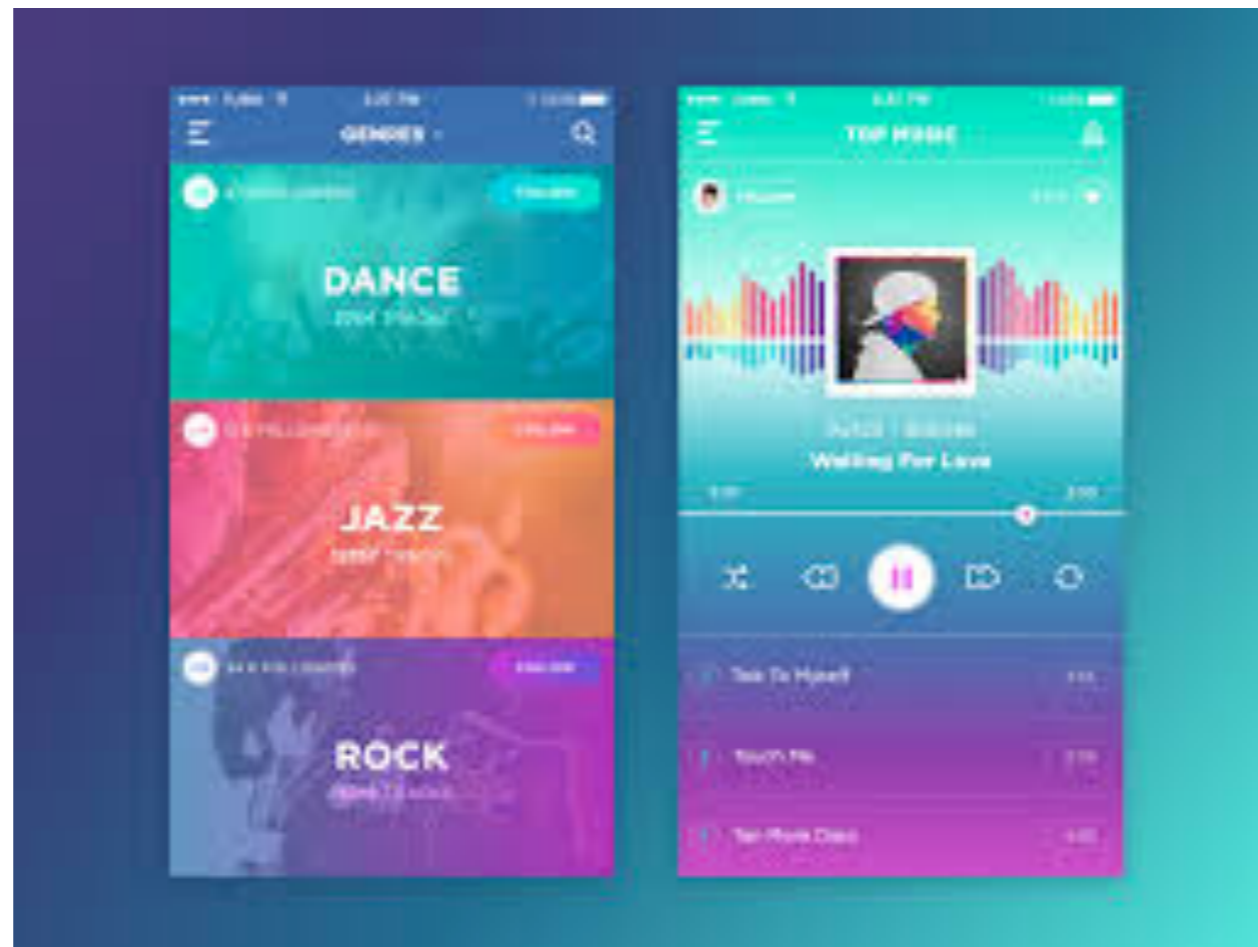
COMPLEMENTARY



Color

Color Theory

COMPLEMENTARY



Color

Keep the contrast

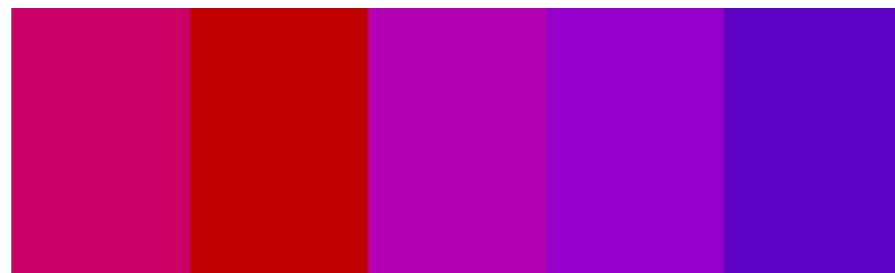
ANALOGOUS



Color

Keep the contrast

ANALOGOUS



Color

Keep the contrast

ANALOGOUS



Color

Keep the contrast

TRIADIC



Color

Keep the contrast

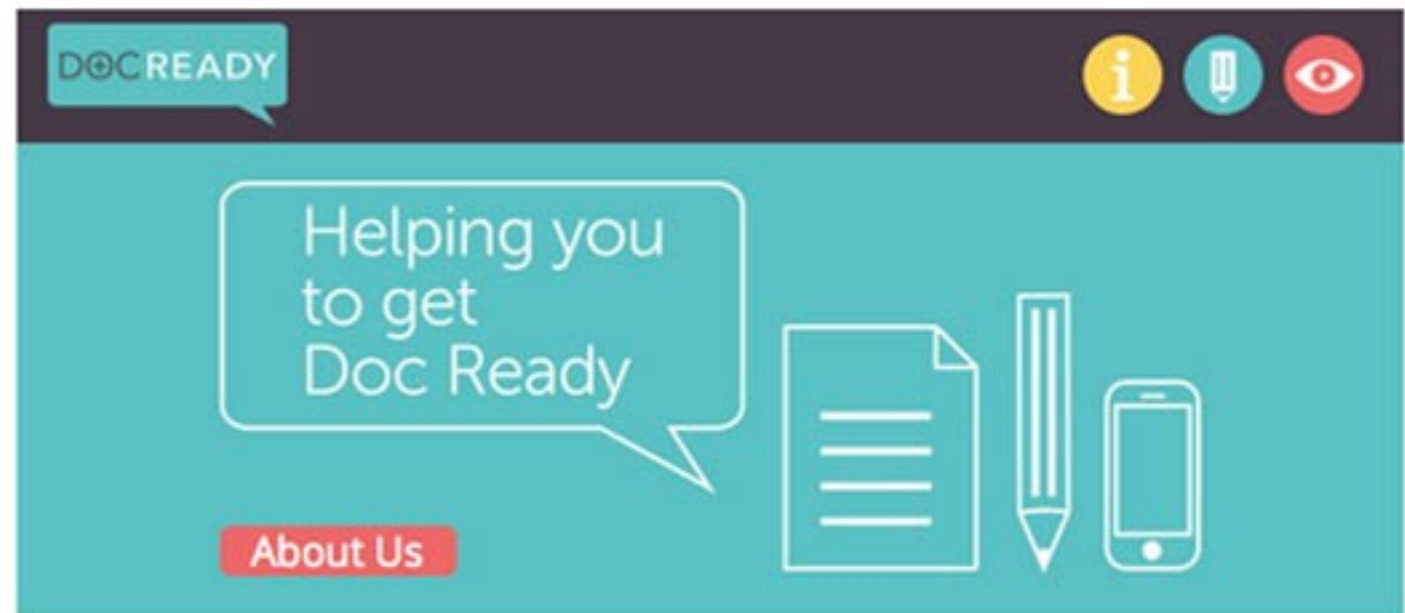
TRIADIC



Color

Keep the contrast

TRIADIC



We know that it can be difficult to talk to people when you're having difficulties with your mental health. Doc Ready helps you get ready for the first time you visit a doctor to discuss your mental health.

Info & Advice

Doc Ready has info and advice about what to expect and how to plan speaking to a GP about your mental health.

[Take a look...](#)



Build Your Checklist

It can be awkward, scary or embarrassing talking about your mental health. Doc Ready helps you to plan what you're going to say to your doctor. Choose from lists of things you might want to talk about or add your own.

[Get started...](#)

Be Prepared

Doc Ready creates a checklist you can take with you so you don't get sidetracked or forget. Take your thoughts with you to your GP appointment using the export tools. It's simpler than pencil and paper.

[Try out the tools...](#)



Color

Keep the contrast

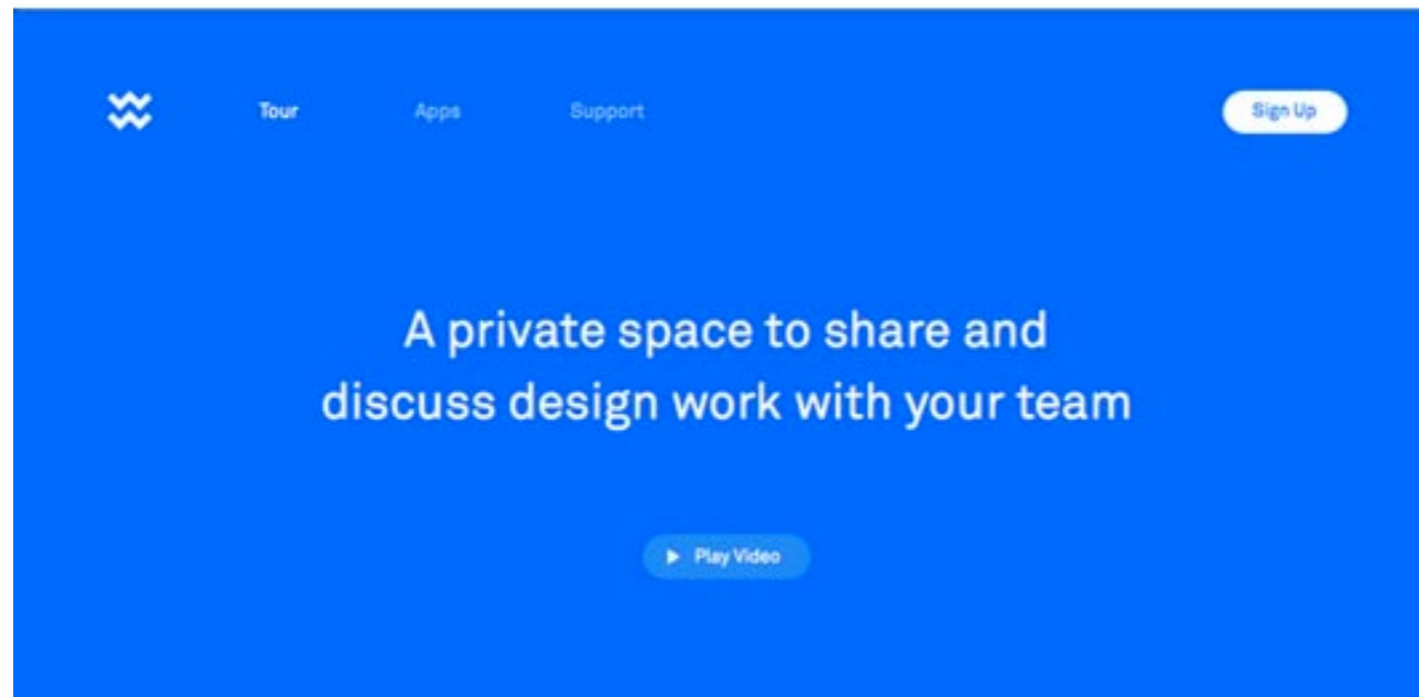
MONOCHROMATIC

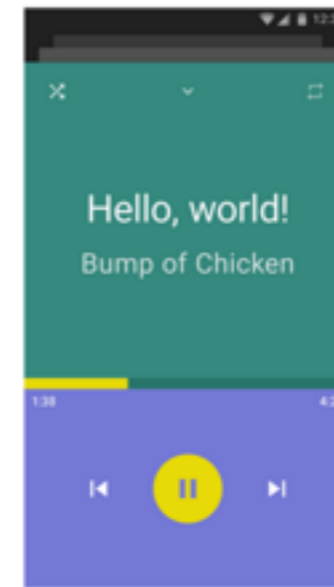
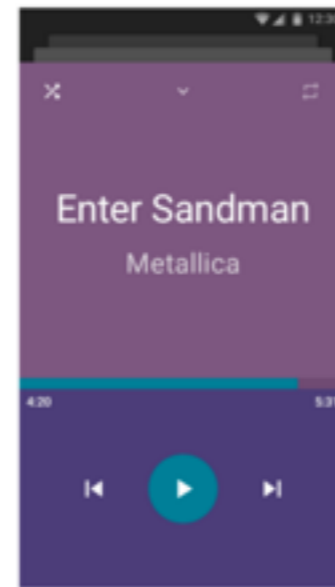
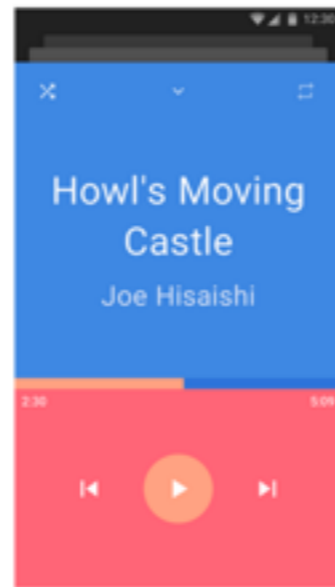
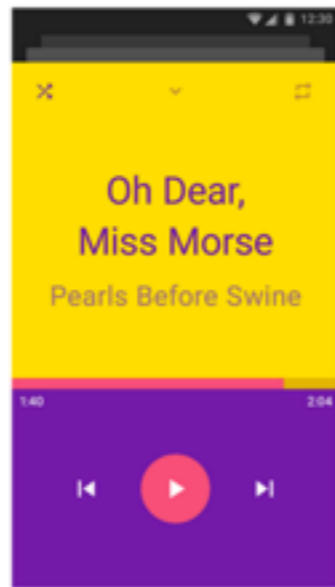
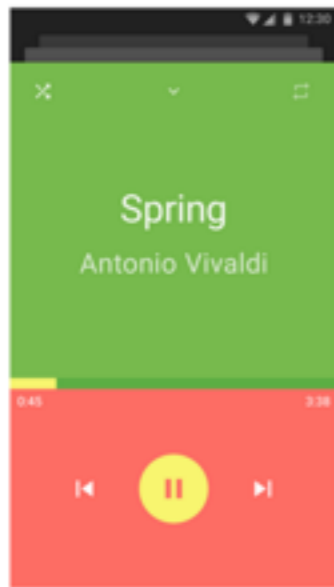


Color

Keep the contrast

MONOCHROMATIC

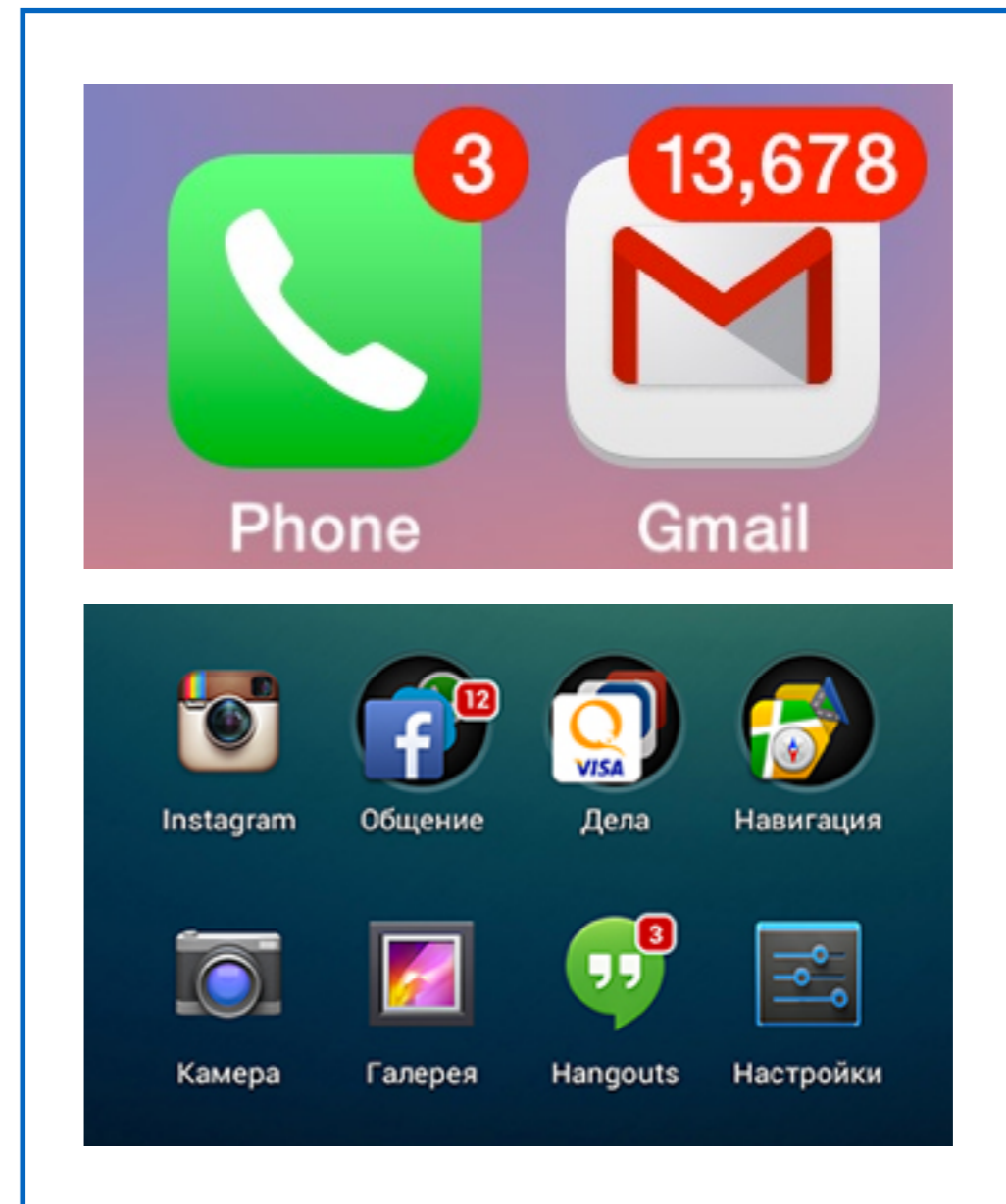




COLOR MATTERS

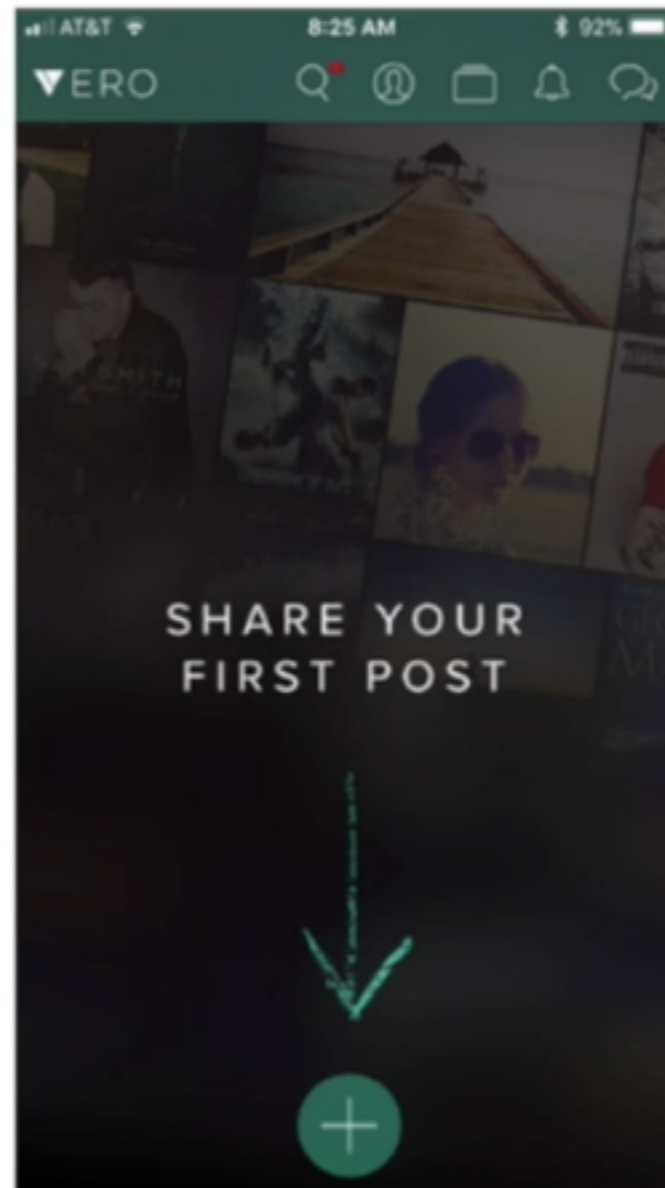
COLOR PROVIDED VISUAL CUES

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

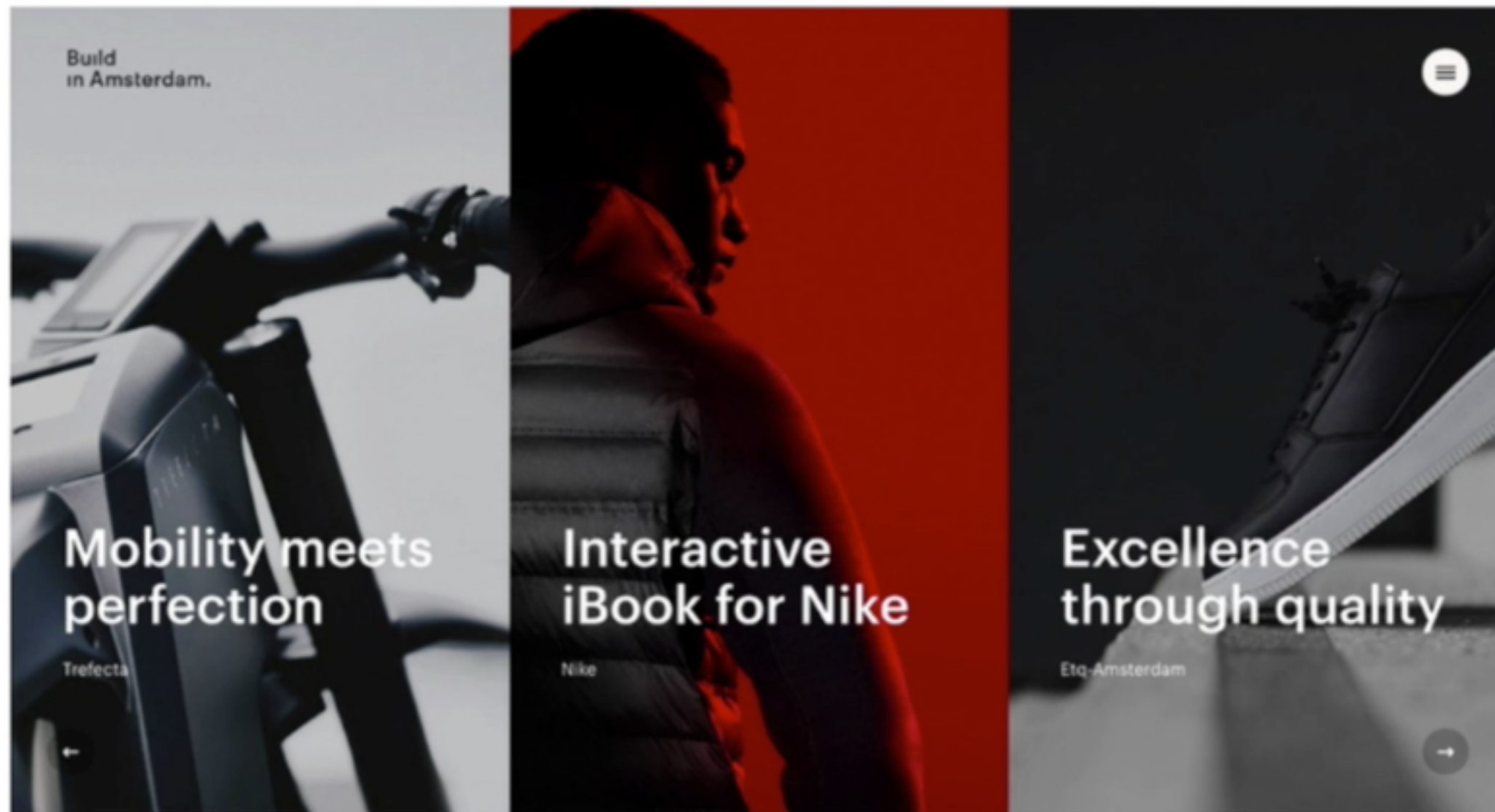


COLOR PROVIDED VISUAL CUES

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

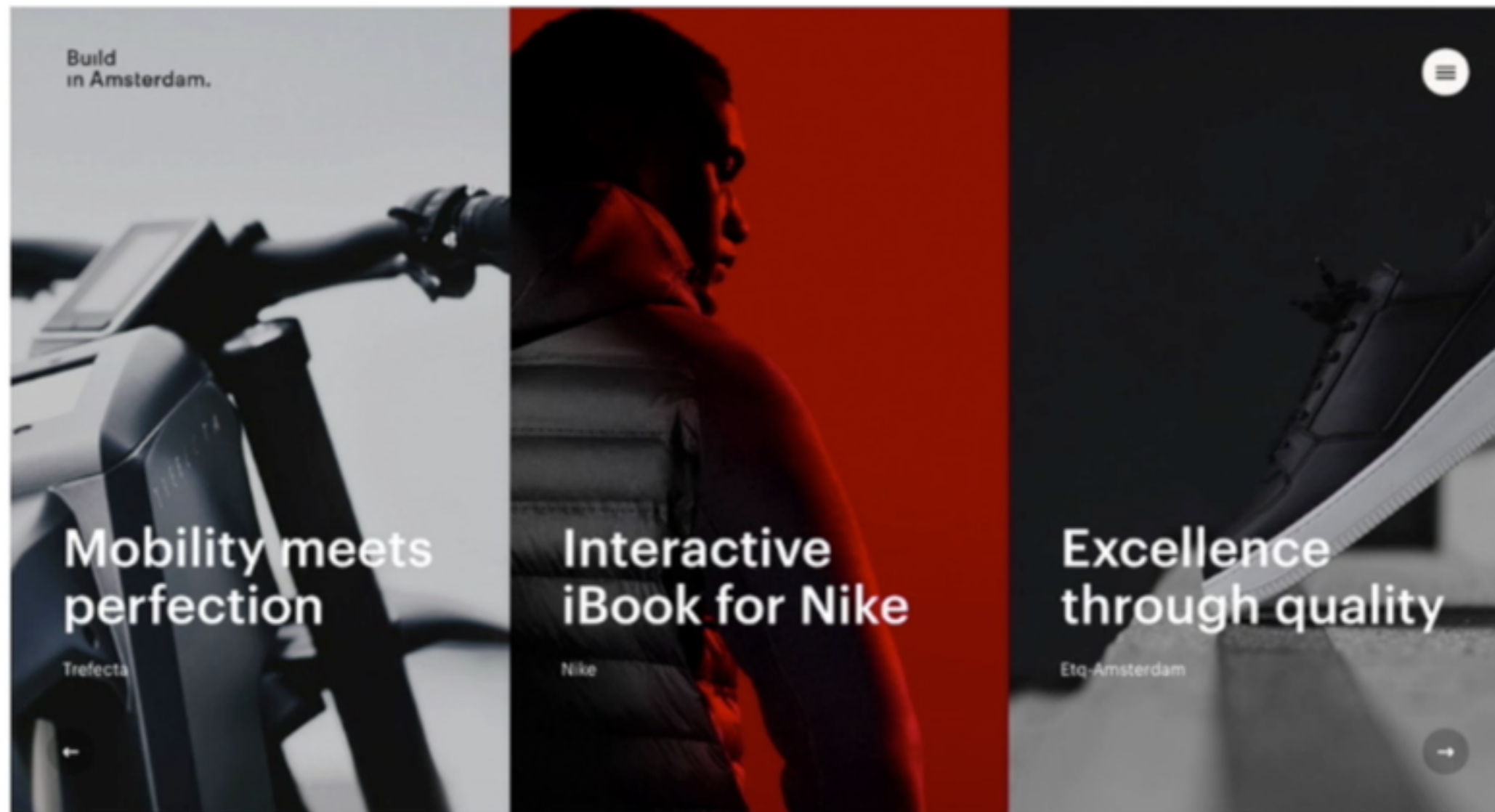


COLOR COMMUNICATES



- 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



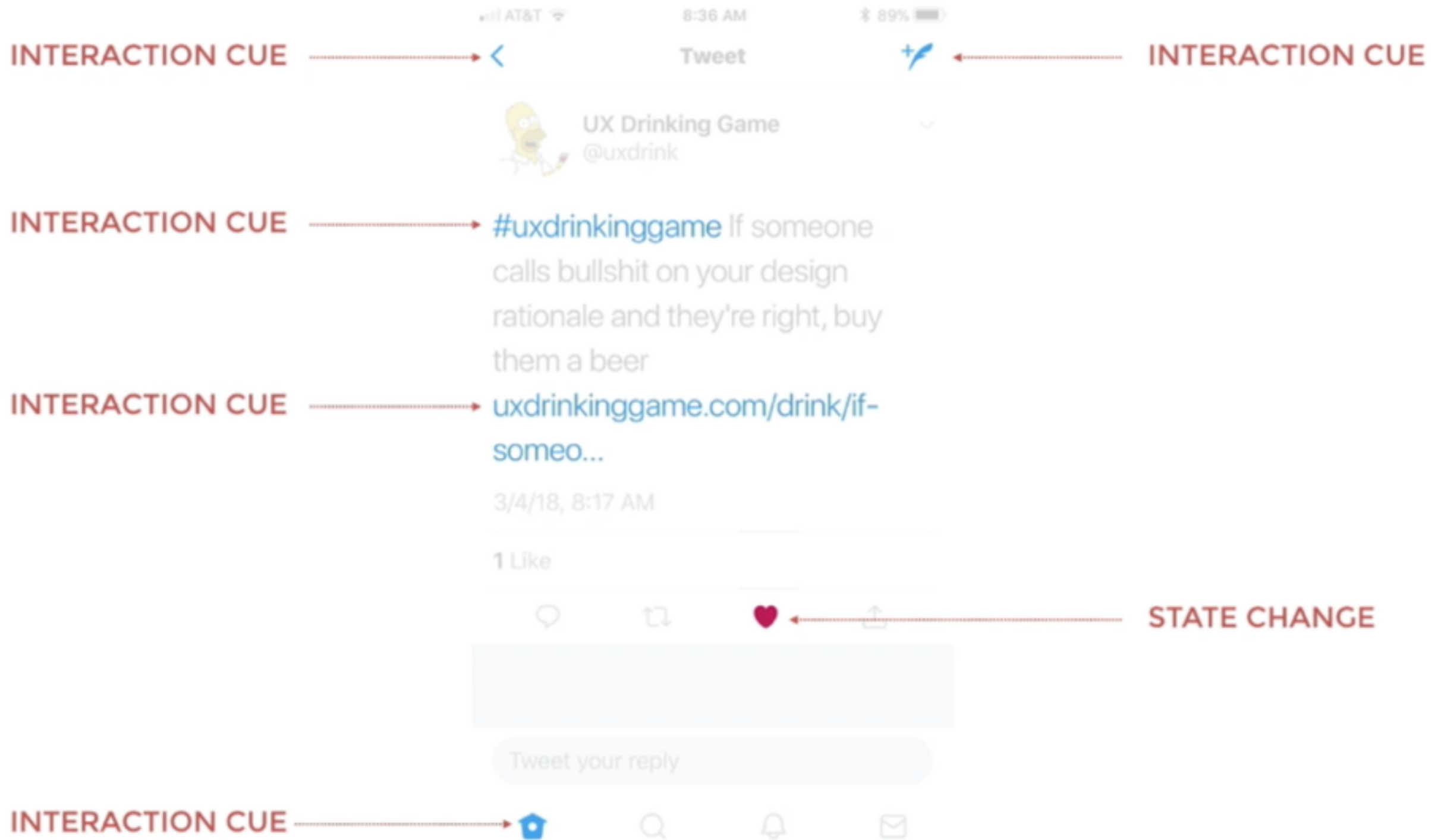
- Color pleases the eye and sustains visual interest.

HOW COLOR INFLUENCES INTERACTION

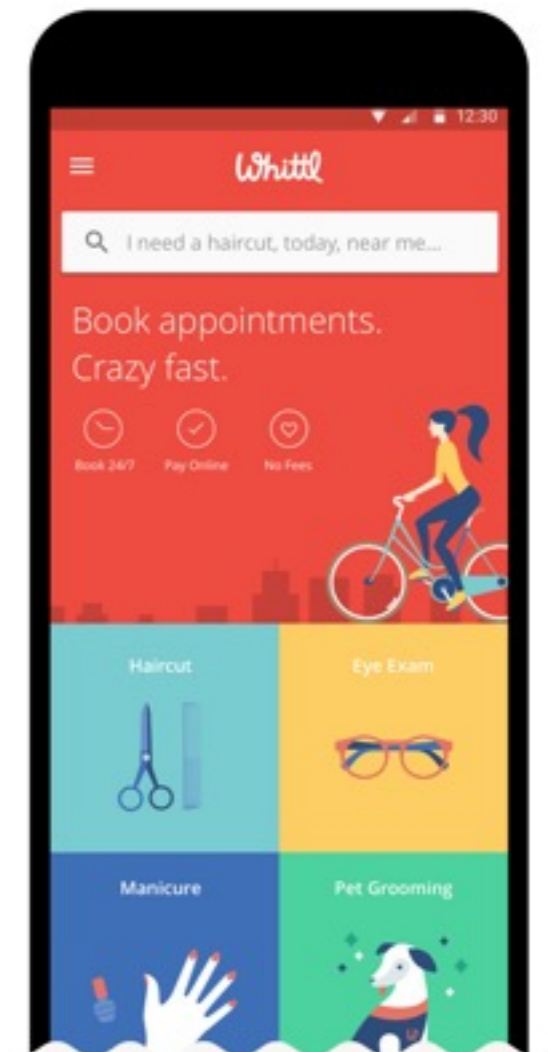
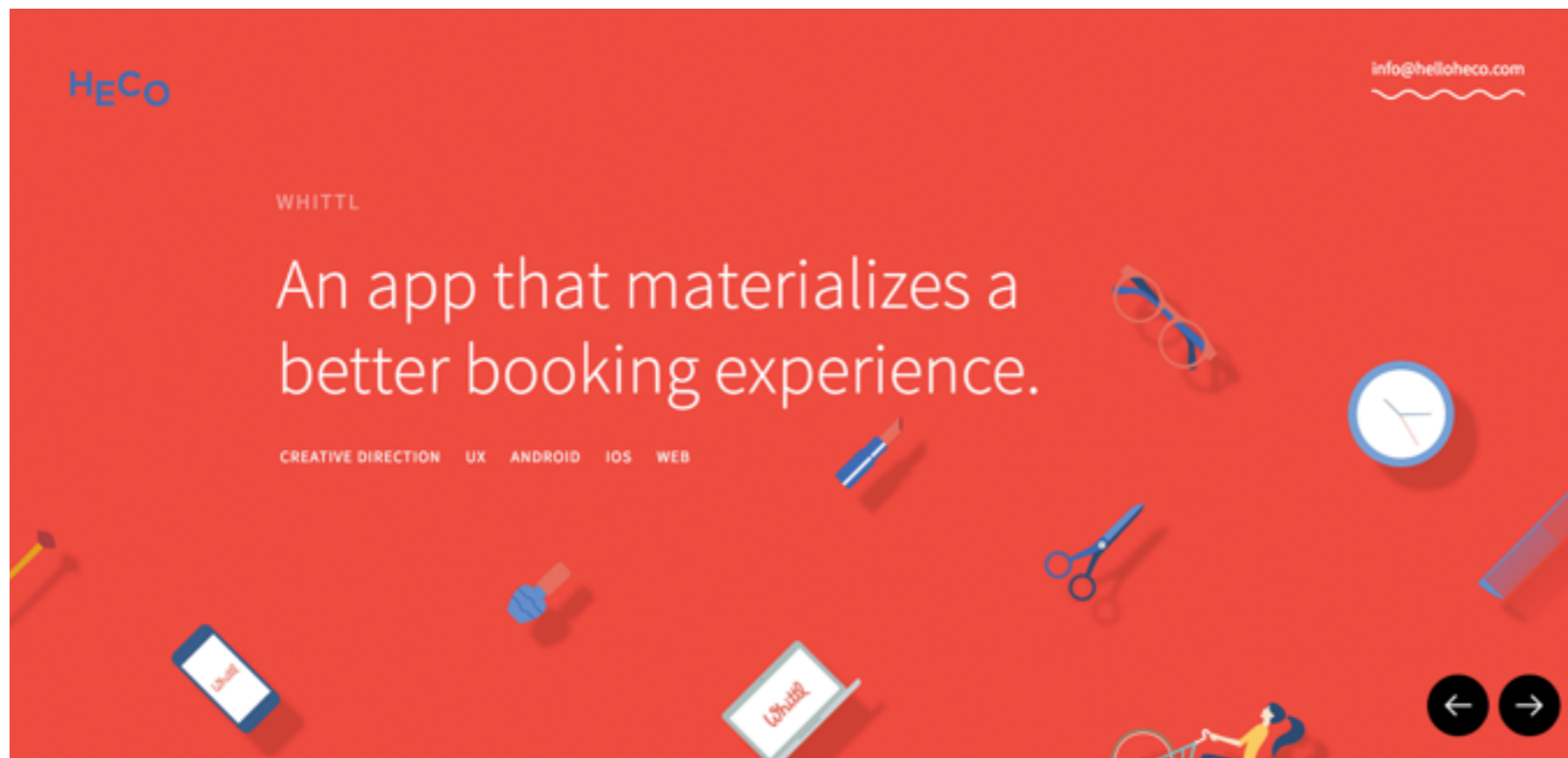
COLOR - INTERACTION



COLOR - INTERACTION



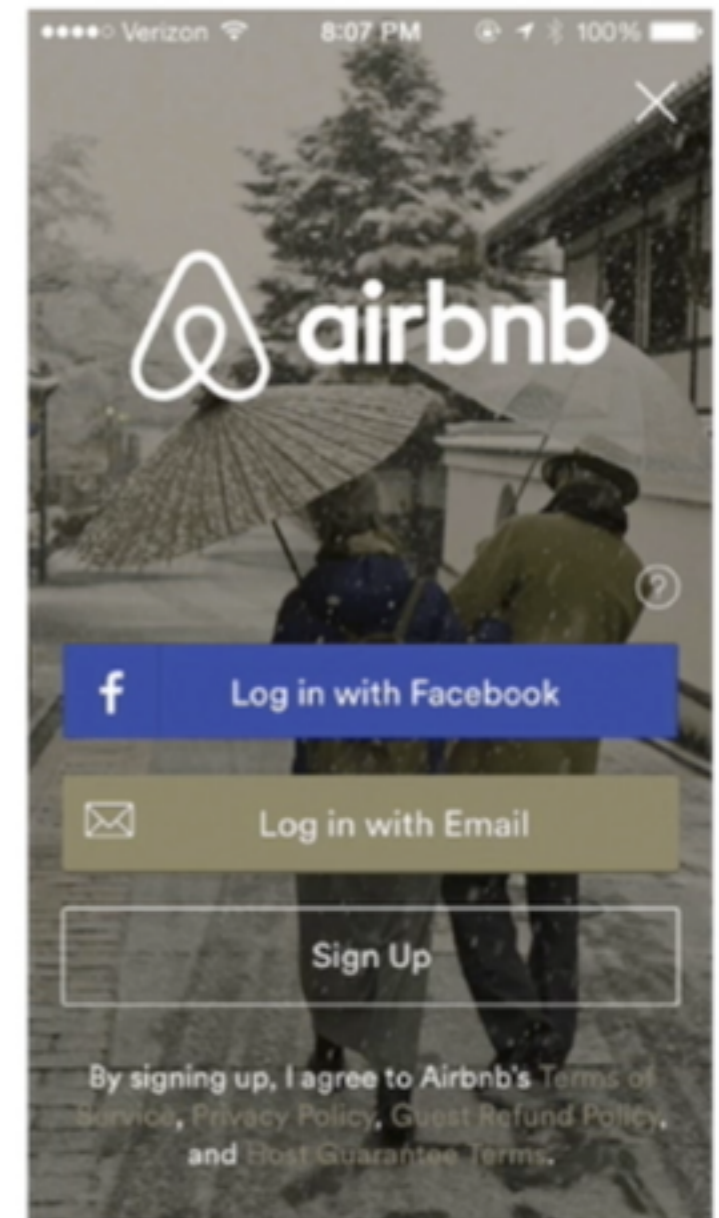
COLOR CREATES CONNECTION, CONTINUITY



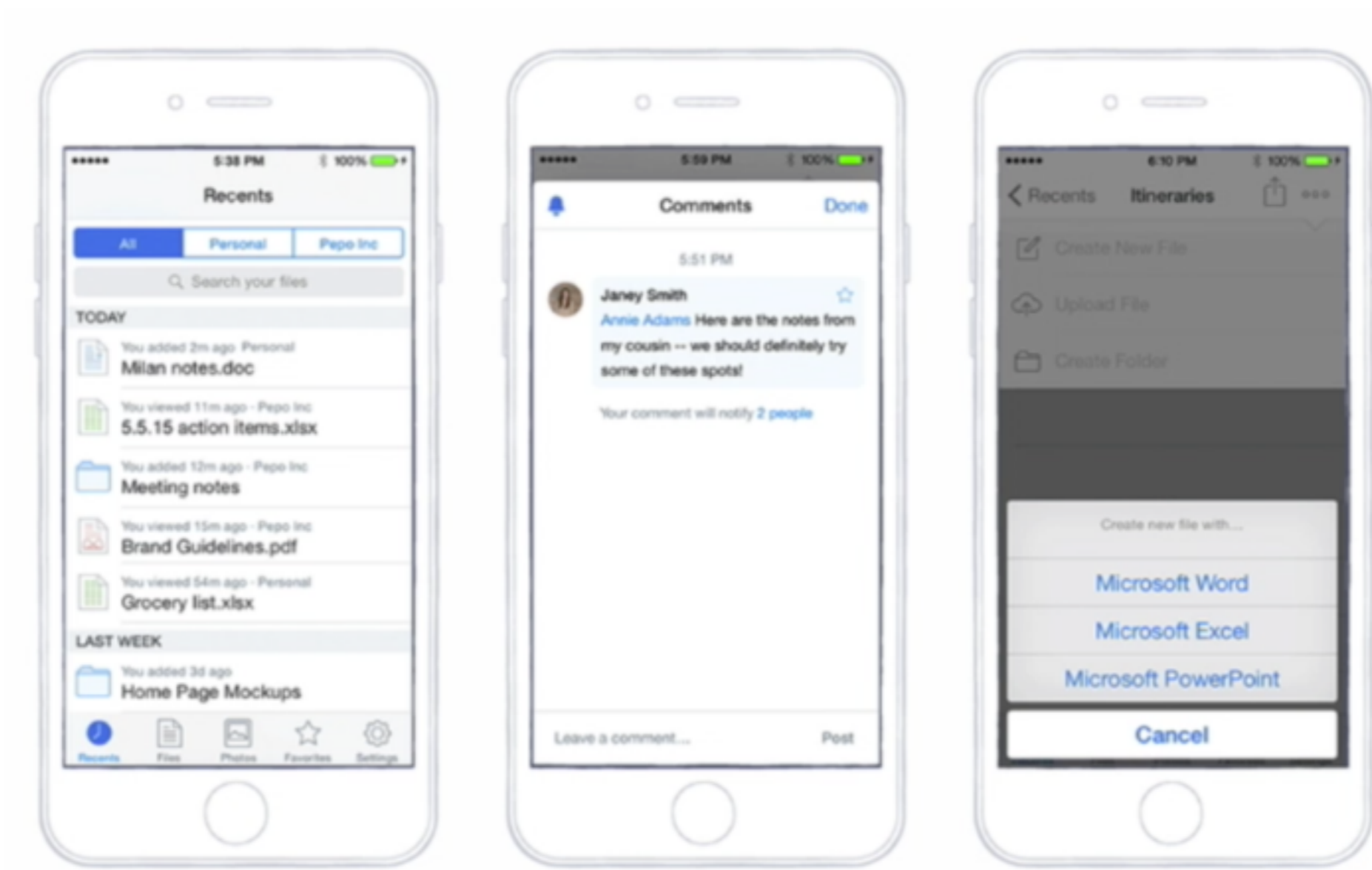
<https://www.helloheco.com/project/whittl>

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.



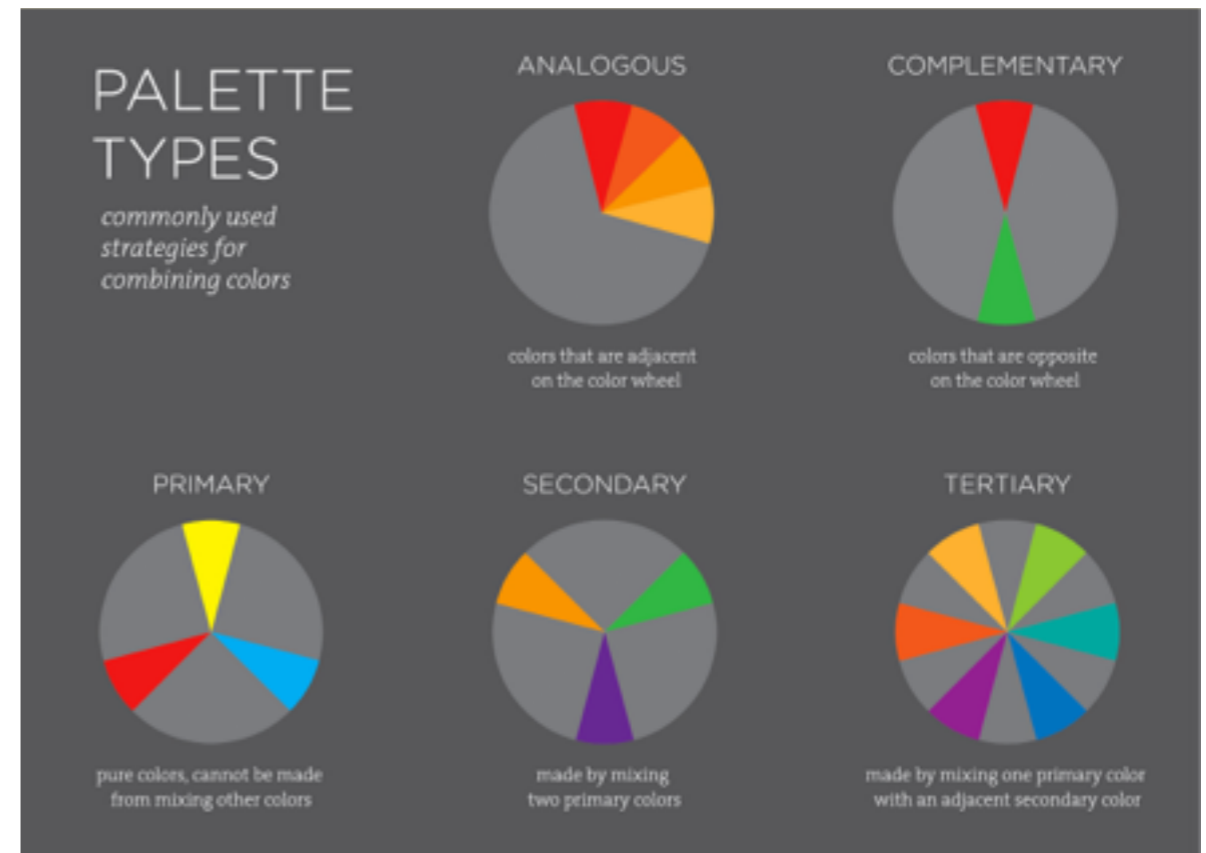
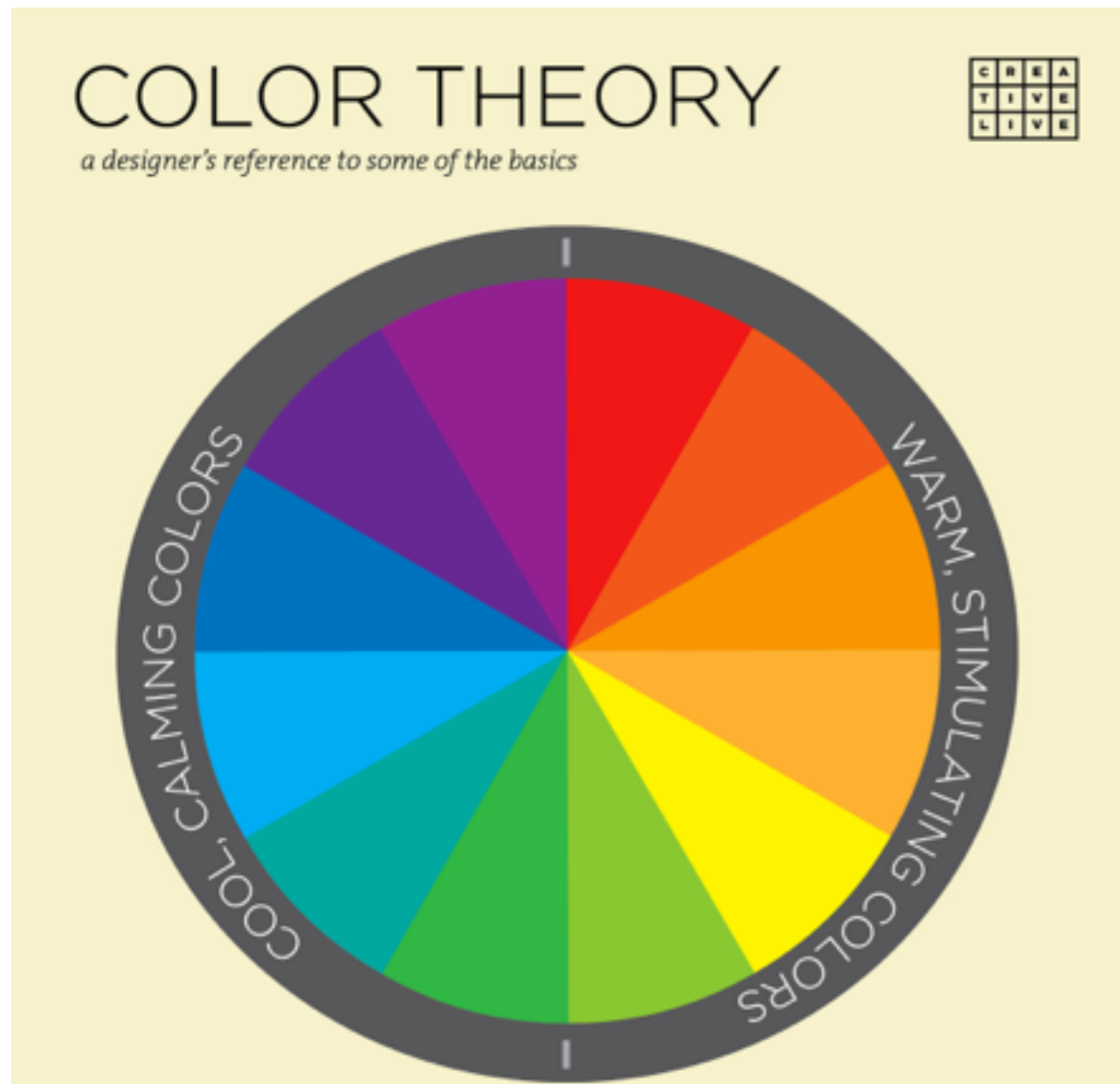
COLOR SHOULD HIGHLIGHT, NOT DETERMINE



- 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)



PINK

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



YELLOW

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



WHITE

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



BLUE

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



PURPLE

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



RED

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



GREEN

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



BROWN

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

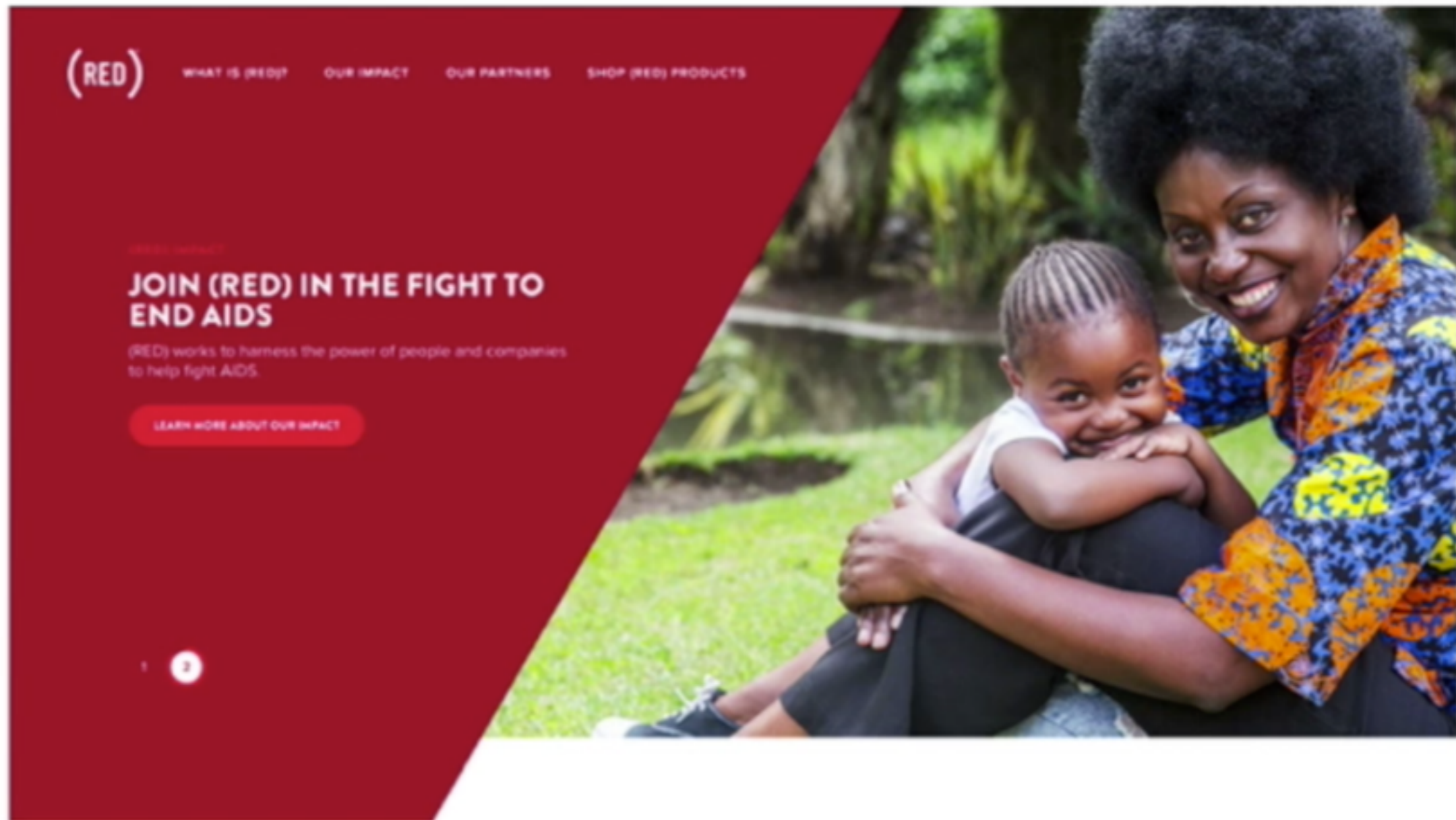
RED

CONSIDER EMOTIONAL IMPACT.



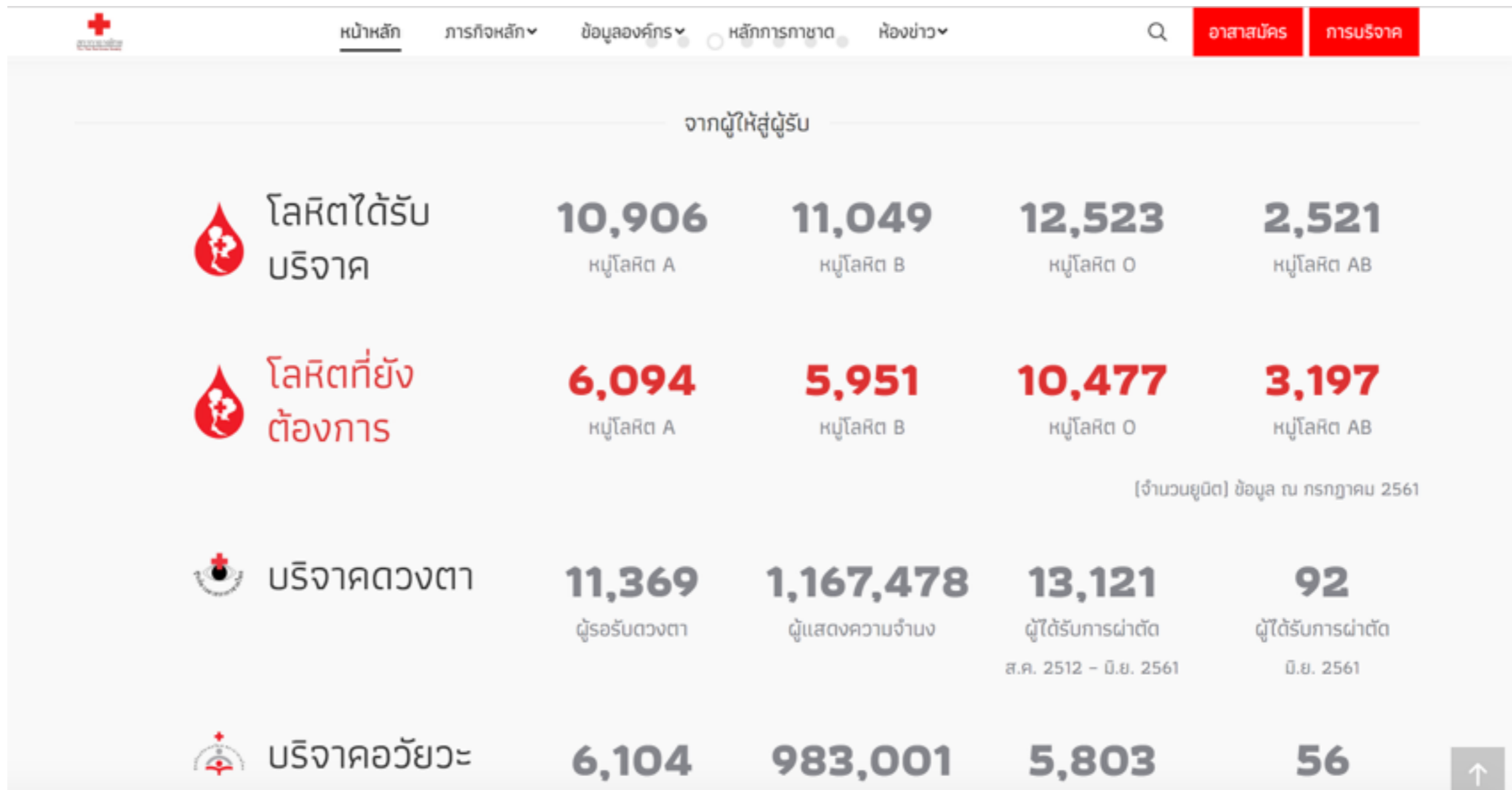
- Seeing Red has physiological impact: It's been proven to increase blood circulation, breathing and metabolism.

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 communicates trust (banks,tech).

CONSIDER EMOTIONAL IMPACT.



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

CONSIDER EMOTIONAL IMPACT.

LiveWatch

HOW IT WORKS PLANS ABOUT US FAQs SHOP NOW 866.582.5460

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Provider	Average time to notify customer of alarm
LiveWatch	30 seconds*
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*Average time to notify customer of alarm

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BROWSE SERVICE PLANS

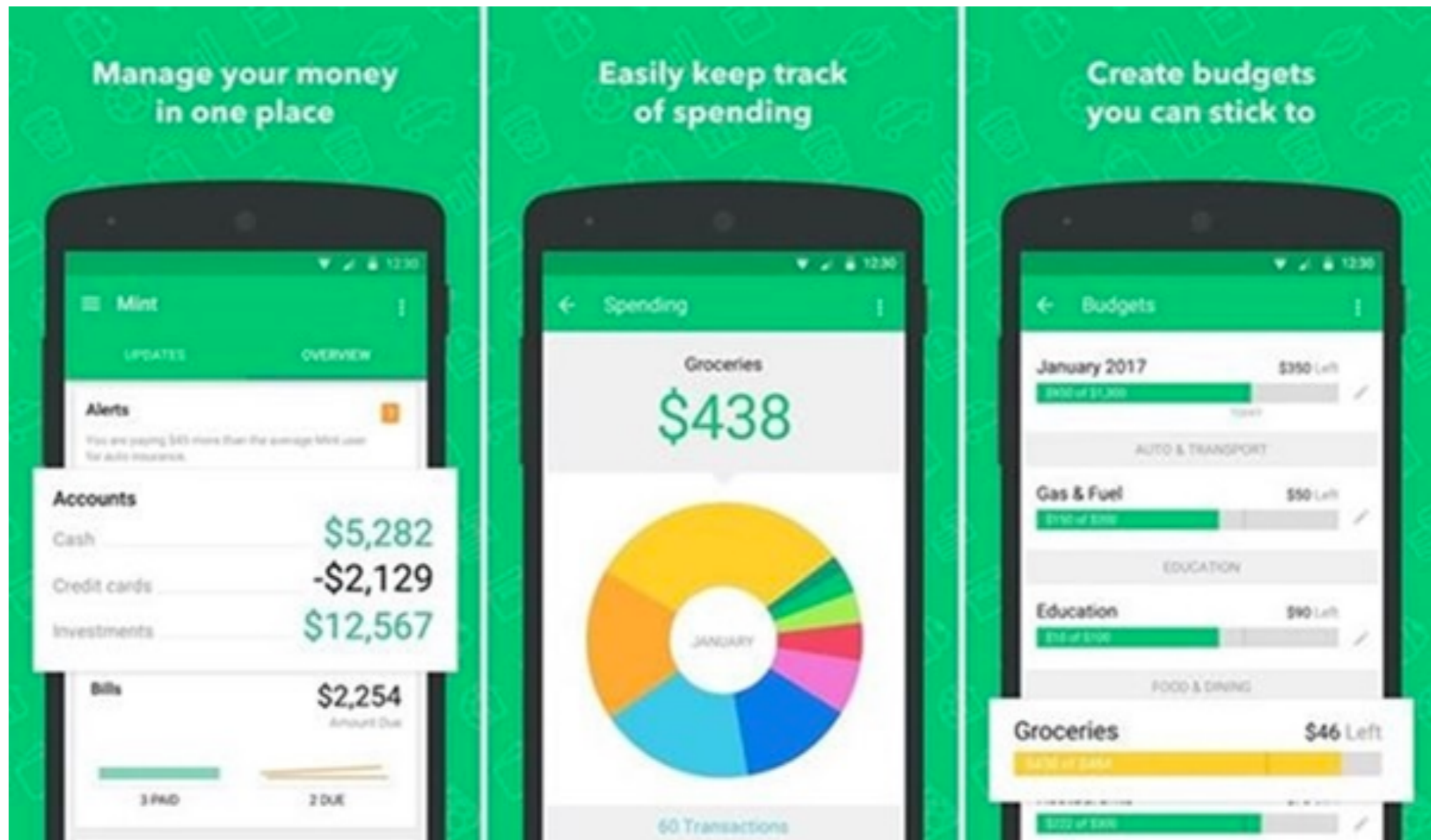
GET QUOTE

Chat with us

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

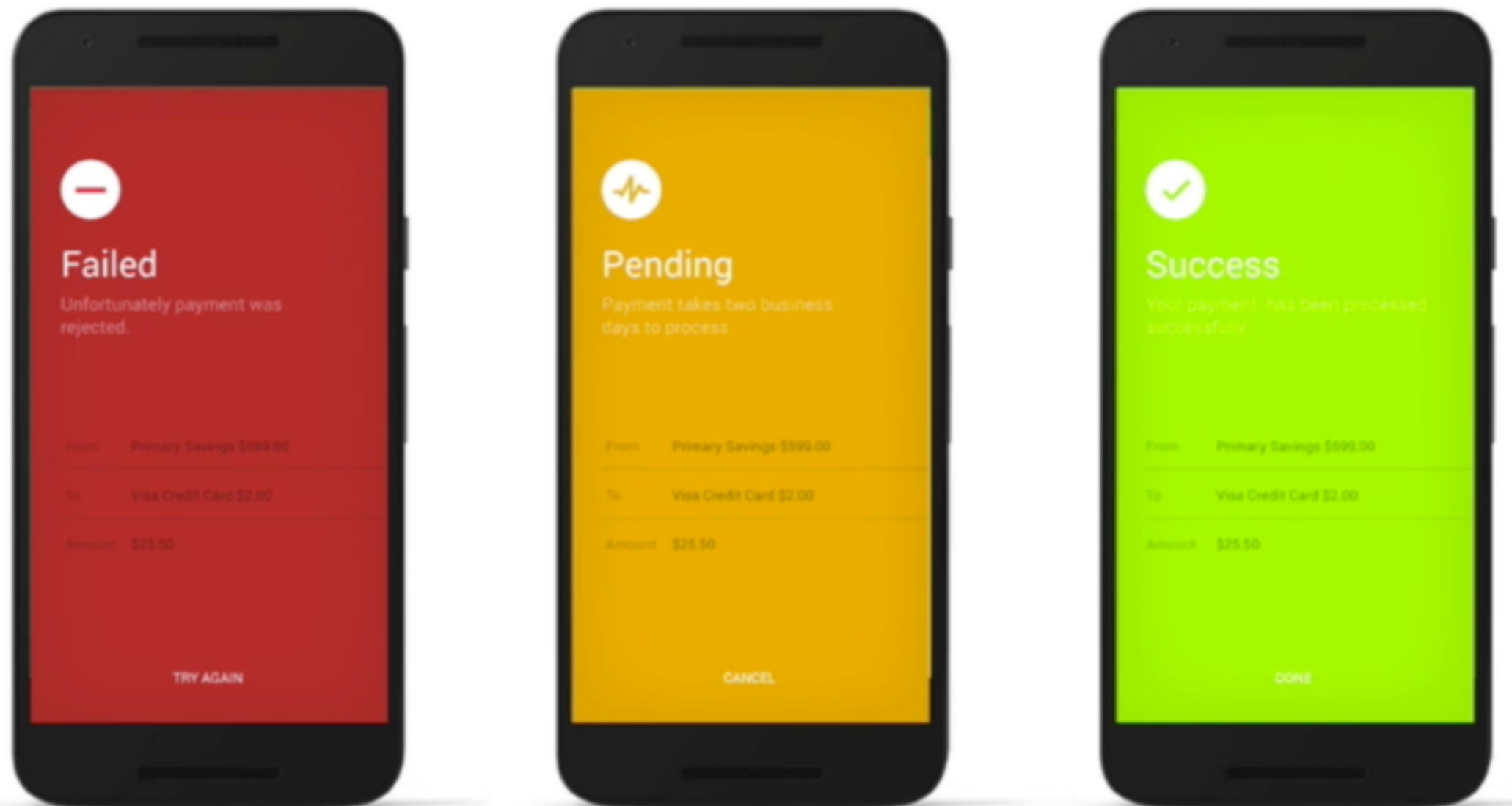
GREEN

CONSIDER EMOTIONAL IMPACT.



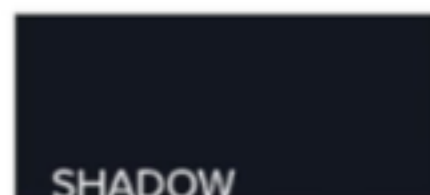
- Green is often associated with nature, success, growth and money.

CONSIDER EMOTIONAL IMPACT.



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

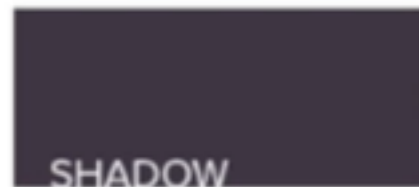
SHADOWS / MIDTONES / HIGHLIGHT / ACCENTS



SHADOWS / MIDTONES / HIGHLIGHT / ACCENTS



SHADOWS / MIDTONES / HIGHLIGHTS / ACCENTS



CONTRACT TO IMPROVE READABILITY,
ATTENTION AND FOCUS.

CONTRAST 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.

Because I'm a shade of the background color,
I draw your attention and frame your view.

**Your eyes are drawn to me
because of the contrast
between my background
and the screen's background.**

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

CONTRACT DRAW ATTENTIONS.

The image shows a screenshot of the Dollar Shave Club website. At the top, the logo "DOLLAR SHAVE CLUB" is on the left, and "United States" with a US flag icon is on the right. A navigation menu includes "MENU", "GET STARTED", "PRODUCTS", "GIFT THE CLUB", a logo with crossed hammers, "HOW IT WORKS", "REVIEWS", "LOGIN", "JOIN", and "BOX" with a box icon. The main content area features a large image of a bathroom sink with a tube of "DR. CARVER'S EASY SHAVE BUTTER" in the center. To the left of the tube, the text reads: "DSC has what you need to look, feel, and smell your best. Get your risk-free Starter Set now." Below this is an orange "GET STARTED" button. In the bottom right corner, there is a "Help" button with a speech bubble icon.

DOLLAR SHAVE CLUB

United States

MENU GET STARTED PRODUCTS GIFT THE CLUB HOW IT WORKS REVIEWS LOGIN JOIN BOX

DSC has what you need to look, feel, and smell your best.

Get your risk-free Starter Set now.

GET STARTED

DR. CARVER'S EASY SHAVE BUTTER

FORMULA NO. 43283 DSC

FOR EFFORTLESS DELIGHTFUL SHAVING

NET WT. 3.75 OZ (106g)

Help

CONTRACT DRAW ATTENTIONS.

The image shows a screenshot of the Kensington website. At the top, the Kensington logo is on the left, a search bar is in the center, and a user profile icon and a US flag are on the right. Below the navigation bar, a yellow banner reads "We are showing you the USA version of our website. would you prefer a different version?". The main banner features a large image of the SD4700P Universal USB-C and USB 3.0 Docking Station connected to two laptops. The text in the banner reads: "SD4700P Universal USB-C and USB 3.0 Docking Station", "Extending the Life of Your Docking Station Investments", and a green "LEARN MORE" button. Below the main banner, there are three product highlights, each with an image and a caption:

- Anti-Fatigue Mat**
Stand in Durable Comfort
- Keyed Cable Lock for Surface Pro**
Uncompromised Security for Surface Pro
- BlackBelt™ Rugged Case for iPad® 9.7"**
Protection At Every Angle

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.

Register Yourself

jamie+3p@baymard.com  You have entered an invalid e-mail address. Please try again.

Name *Surname*

Birth Date 

CONTRACT DRAW ATTENTIONS.

The image shows a screenshot of the UXPin website homepage. The page has a dark background with white text. At the top left is the UXPin logo. The navigation menu includes 'Products', 'Testimonials', 'Enterprise', 'Pricing', 'Resources', and 'Log in'. The main heading is 'The Full-Stack UX Design Platform', followed by the tagline 'Agile UX in one place: design systems, prototyping, and documentation together'. A call to action says 'Start a free trial. No credit card required.' Below this is a form with a text input field labeled 'Your company email' and a blue 'Start free trial' button. At the bottom right, there is a link with an envelope icon and the text 'Any questions?'.

UXPin

Products ▾ Testimonials Enterprise Pricing Resources ▾ Log in

The Full-Stack UX Design Platform

Agile UX in one place: design systems, prototyping, and documentation together

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Any questions?