COLOUR HELPS US IN EVERYDAY LIFE.

WHAT IS COLOUR FOR?
COLOUR HELPS US IDENTIFY OBJECTS AND THEIR FUNCTION.

COLOUR INDICATES FUNCTION.
WE CAN CREATE SOPHISTICATED NAVIGATIONAL SYSTEMS USING COLOUR.

COLOUR HELPS US NAVIGATE LIFE, AS WELL AS THE WEB.
COLOUR IS THE VISUAL PERCEPTION OF ELECTROMAGNETIC WAVES.

WHAT IS COLOUR?
NO LIGHT MEANS NO COLOUR.

COLOUR DOES NOT EXIST WITHOUT LIGHT.
ADDITIVE COLOR

RGB

WHITE = SUM OF ALL COLOURS; BLACK = ABSENCE OF LIGHT
SUBTRACTIVE COLOUR
BLACK: 4 COLOURS OVERLAP;
WHITE: NO PIGMENTACION
SUBTRACTIVE COLOUR – CMYK
ADDITIVE COLOUR – RGB
WHITE = FULL LIGHT BEAMS
BLACK=ZERO LIGHT BEAMS
THE RGB GAMUT COMPRISSES NEARLY 17 MILLION COLOURS.

$256 \times 256 \times 256 = 256^3 = 16,777,216$ COLOURS
SO MANY COLOURS. SO LITTLE TIME.

SO MUCH CHOICE.
THE HSB SYSTEM

HUE

SATURATION

BRIGHTNESS
HUE = COLOUR OF THE RAINBOW
HEXADECIMAL COLOUR
<table>
<thead>
<tr>
<th>Saturation</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>S=100%</td>
<td>Dark Green</td>
</tr>
<tr>
<td>S=80%</td>
<td>Medium Green</td>
</tr>
<tr>
<td>S=60%</td>
<td>Light Green</td>
</tr>
<tr>
<td>S=40%</td>
<td>Light Gray</td>
</tr>
<tr>
<td>S=20%</td>
<td>Gray</td>
</tr>
<tr>
<td>S=10%</td>
<td>Light Gray</td>
</tr>
</tbody>
</table>

**SATURATION**
SATURATION PALETTE
<table>
<thead>
<tr>
<th>B=100%</th>
<th>B=80%</th>
<th>B=60%</th>
<th>B=40%</th>
<th>B=20%</th>
<th>B=0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>B=100%</td>
<td>B=80%</td>
<td>B=60%</td>
<td>B=40%</td>
<td>B=20%</td>
<td>B=0%</td>
</tr>
</tbody>
</table>

BRIGHTNESS
COMPLEMENTARY COLOURS
COMPLEMENTARY COLOURS
PLEASE JUST DON’T

DON’T DO IT.
DEFINITELY NOT

SERIOUSLY DON’T
DON’T DO THIS

JUST DON’T DO IT.
HOW WE PERCEIVE COLOUR IS BASED ON A SERIES OF VARIABLES.

COLOUR IS AN OPINION.
BLUE OR GOLD?
WE MUST ALWAYS MAKE SURE OUR COLOURS ARE ACCESSIBLE.

COLOUR CAN’T BE CHOSEN ON A WHIM.
MANY PEOPLE HAVE NO IDEA THEY HAVE A FORM OF COLOUR BLINDNESS.

8% OF MEN AND 0.5% OF WOMEN SUFFER FROM A COLOUR VISION DEFICIENCY.
DIFFERENT TYPES OF COLOUR BLINDNESS

- Protanopia
- Deuteranopia
- Tritanopia
- Protanomalia
- Deuteranomalia
- Tritanomalia
- Achromatopsia
TEST YOURSELF FOR COLOUR BLINDNESS

ENCHROMA.COM
TEST YOUR PALETTES FOR COLOUR BLINDNESS

COOLORS.CO
TEST YOUR WEBSITES FOR COLOUR BLINDNESS

TOPTAL.COM
COLOURBLIND - DALTON
COLORABLE
THANK YOU

FACEBOOK.COM/GROUPS/DESIGNFORGEEKS/

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