Unit 09: How does color theory impact a web page?

Content Area: **Technology**
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Enduring Understandings

Color is very powerful; it can affect our moods and bias the opinion that we develop about a website.

Color can make a website into a beautiful and effective piece of design.

Color that is misused can destroy a website.

Color is an essential part of the design process.

Essential Questions

What type of website will I design using color theory?

How does color affect the observer?

How do warm and cool colors affect a web design?

How can tints, tones and saturation affect my web design?

How does one choose between RYB, RGB, and CMYK?

Content

Vocabulary: color theory, color wheel, primary, secondary, tertiary, values, tints, shades, saturation,

desaturation, modes, RYB, RGB, CMYK, monochromatic, analogous, intermediate, complementary, triadic, web safe colors, color blindness,

Skills

Learn the basic principles of color.

Discover color schemes.

Apply a new understanding of the web-safe color palette.

Create a web design that reflects needs for the color blind viewer.

Differentiate between tints, shades, tones.

Apply saturation and desaturation of color in the web design.

Effectively utilize monochromatic and analogous color schemes to a web design.

Design a web page using complementary colors.

Resources

Text: Intro to Computers and Information Technolgy

computer and internet access, computer components to explore