

# *WWW, Web Design, Multimedia*

*Color space*

*Winnie Wang*



What is **COLOR**?

*Color is commonly referred to as a property of things:*

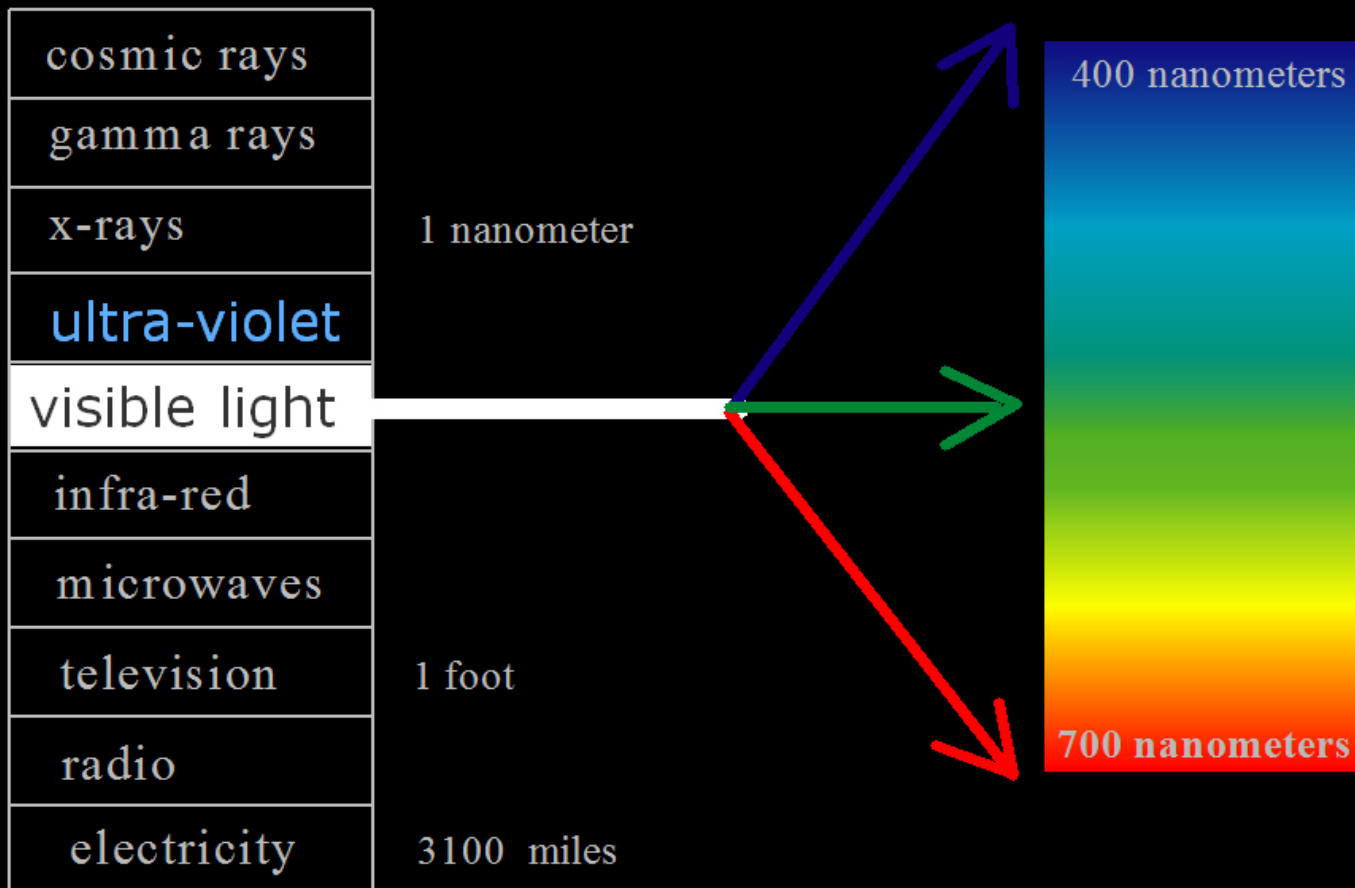
*The sky is blue,*

*blood is red,*

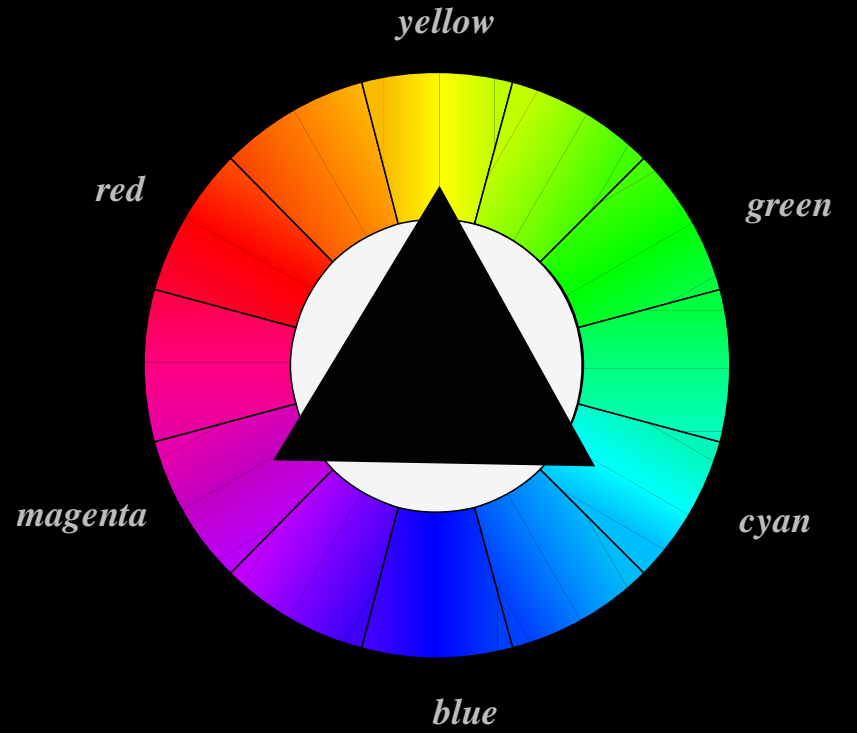
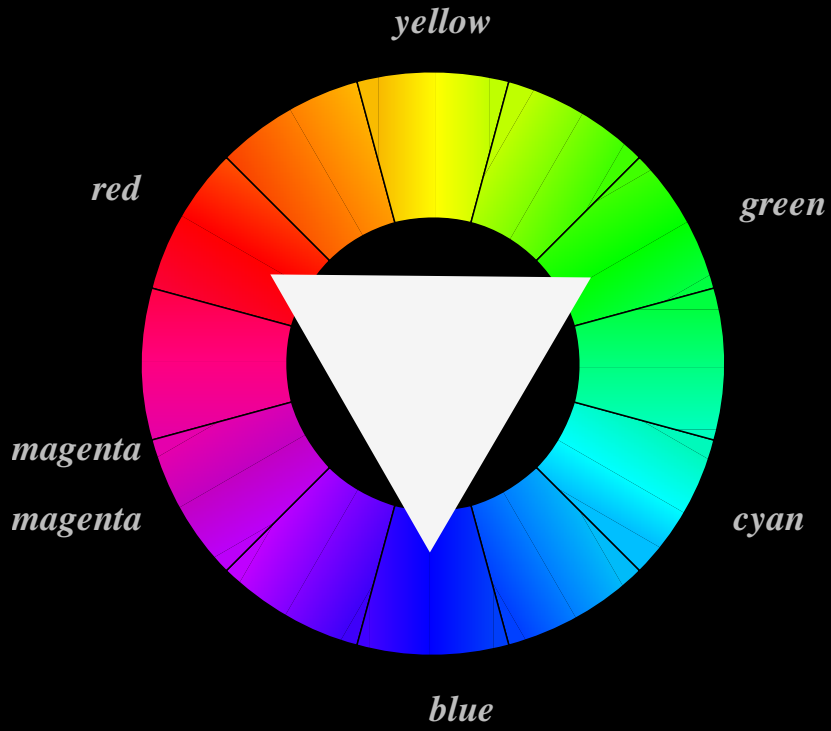
*bananas yellow.*

*Color, though, exists only in the brain. It is a neural process, triggered by retinal responses to wavelengths of light.*

# COLOR



COLOR



# COLOR

## **RGB** (in CSS2)

red, green, & blue

## **RGBA**

red, green, blue, & alpha

## **HSL**

hue, saturation, & lightness

## **HSLA**

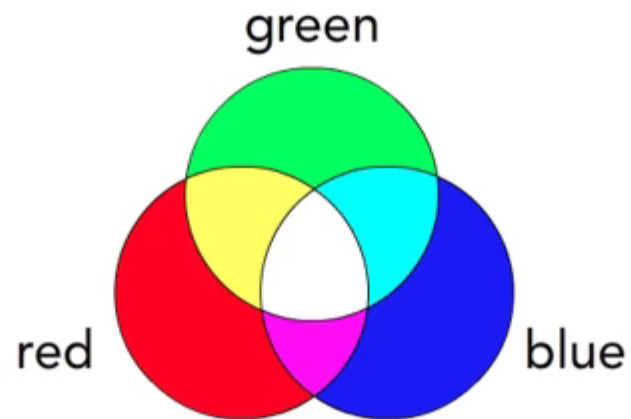
hue, saturation, lightness, & alpha

## **CMYK** (in the Generated Paged Media Module)

cyan, magenta, yellow, & black

# COLOR

RGB is an additive color model. Red, green, and blue are mixed together to form colors. As an additive method, 100% of all three colors would produce white.

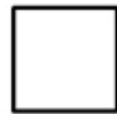


# COLOR

In CSS, RGB values can be written as three comma-separated values ranging from 0 - 255, or as percentages ranging from 0 - 100%. Red values are first, followed by green, and then blue.



`rgb(0,0,0)`

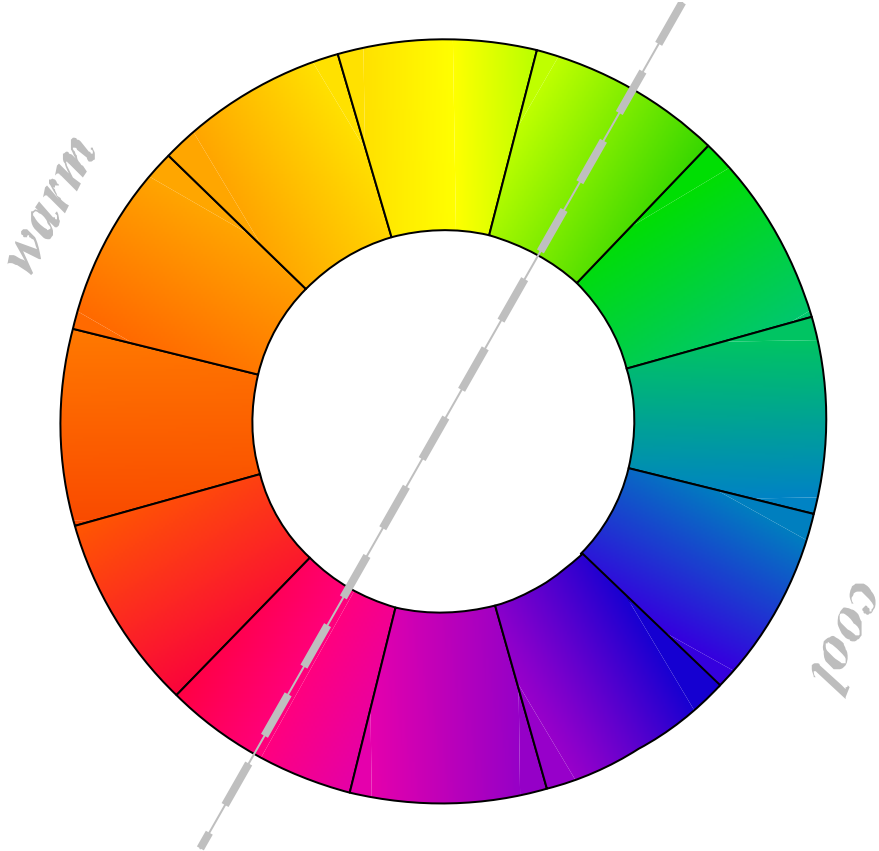


`rgb(255,255,255)`



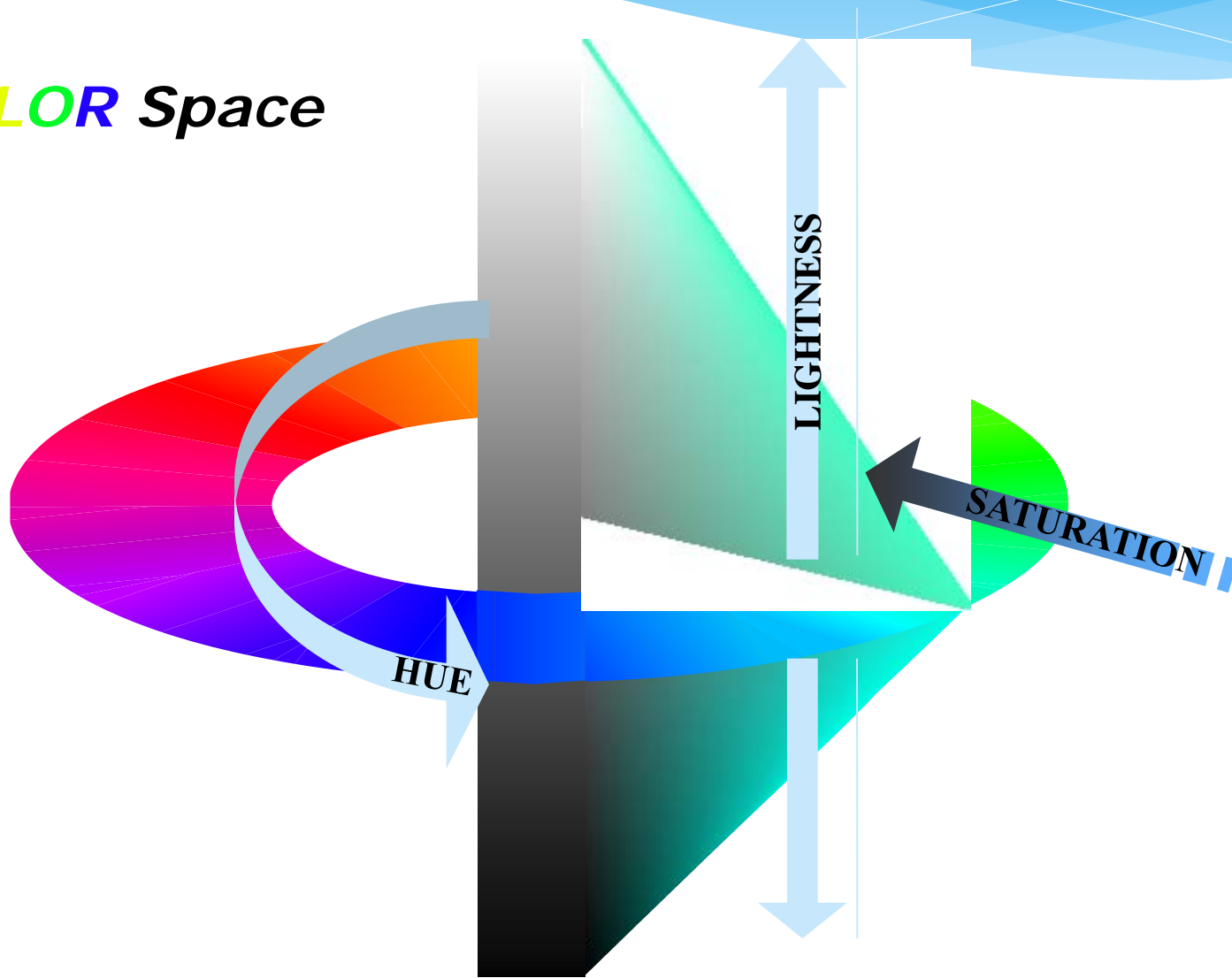
`rgb(69%,9%,12%)`

# HUE

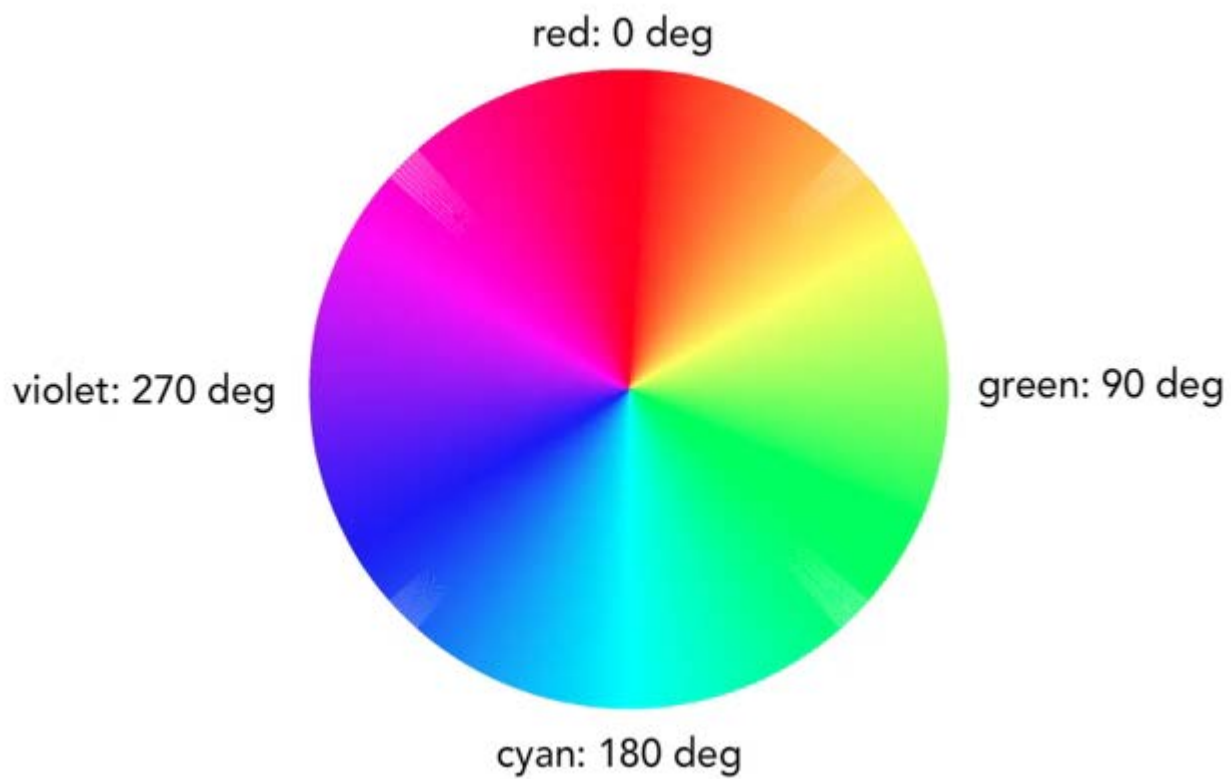




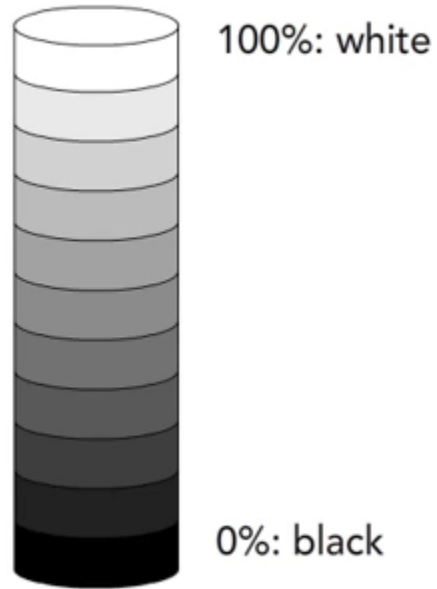
# COLOR Space



# HUE

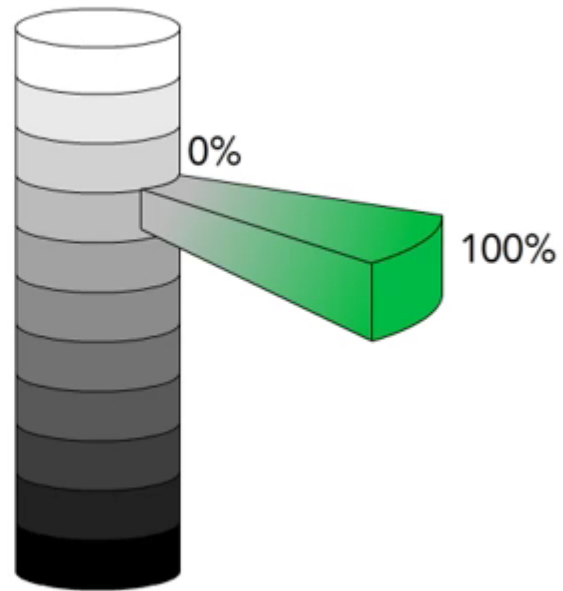


# LIGHTNESS



# COLOR

## SATURATION





*HUE: the dimension of color determined by the light wave grouping of the color.*



*SATURATION: the amount of hue in a color. The saturation of a color decreases as it moves to black, white or gray.*



*VALUE: the lightness or darkness of a color, measured as a level of gray.*



## ADDING ALPHA VALUES

---



`rgba(255,204,0,.75)`

`hsla(0,10%,95%, .5)`

# Colors in web design

---

- *Color is a powerful component in web design.*
- *It defines a web site's **environment** and influences the **mood and emotion**.*
- *Plan the use of colors carefully.*
- *No matter which colors are chosen, colors must be used **consistently throughout the design**. If used that way, colors create visual boundaries that give a web site a feeling of place.*