Last Time

• What is the HSV color system and why is it better?
  – Hue, Saturation, Value (Brightness)
Choosing Colors

• Color is Difficult
  – The perceived color of an object depends on object material, light source, colorfulness of the surrounding area, and the human visual system.
  – Color is a perception; wavelengths don’t look the same to everyone.
Color is a Perception
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Colorblindness

http://www.color-blindness.com/coblis-color-blindness-simulator/
This text is difficult to read. It jumps around and seems unstable because your visual system has trouble recognizing the saturated text from the saturated background. Advertisers use equi-saturated writing because the “jumpy” quality is attention grabbing, and the difficulty in reading it forces you to pay attention!
Color Usage – Saturation

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Color Usage – Saturation

This text is easier to read because the background is less saturated, but the text is still saturated. The bright, saturated text on a dull background draws your attention to the text immediately, because the human visual system like bright, shiny things.
It is still possible to make saturated text difficult to read on an unsaturated background by making the hues and values too similar. Consider this, for example.
Color Use – Saturation

Background: (29, 27, 92)
Differentiating Colors

igame.com/eye-test/?fbs=26
Any Questions?