

# 24 Color

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## Today

Aesthetics Game results

Grad presentations:

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White, red effects

## Color

### White Effects

<https://www.linkedin.com/learning/universal-principles-of-design/white-effects?autoplay=true&resume=false&u=42275329>

### Red Effects

<https://www.linkedin.com/learning/universal-principles-of-design/red-effects?autoplay=true&resume=false&u=42275329>

## Summary

Both black and white signal timeless, high value, classy products

White effects: White = good, light. Timeless, high-value

Black effects: Black = serious, aggressive, threatening. Timeless, high-value

Red effects

Increases attractiveness of humans, but suppresses high level cognition.

Only wear red on weekends, unless negotiating.

The Black Effect is no excuse for racism. Instead, we should all be aware of a potential unconscious/implicit biases, and guard against being influenced by them.

<https://implicit.harvard.edu/implicit/takeatest.html>