

# 24 Black, white, red effects

Wednesday, April 3, 2024 10:51 PM

Today:

Project talk time 15 minutes

Universal Principles of Design

Black, White, Red effects

Friday Color Nomenclature

Digital, photoshop

Pantone <https://en.wikipedia.org/wiki/Pantone>

Additive/subtractive physics

Guest speaker Dan Bodenstien rescheduled for Friday April 19. Attendance required. Industrial designer, ME alum.

## Universal Principles of Design (UPDes)

### Color in Design

#### Black Effects

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

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>

#### 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.

Where have you seen these effects? In small groups, list two examples for each of

#### Black

Limosines

Black Amex charge cards

Tuxedos

#### White

Star Wars - Jedi

Laboratories - cleanliness

Teeth, smile

Hospital rooms

Designer clothing - Chanel, Dior

#### Red

Red Cross Alerts

Fire trucks

Red shirts in Star Trek

Red Ferrari

Red hat sports official

Last year

Tech  
Dark mode in UX  
Cars  
Easier on the eyes than white

Plant pots in minimalist design  
Use of limestone and marble in  
architecture  
  
cars

Cars  
Food  
Stores: sale, lower prices Sales bargain  
fascists

Why does walmart go with blue?  
Friendly? Symbiosis? Disarming? Unobjectionable,  
natural.

