

24 White, red effects

Wednesday, April 3, 2024 10:51 PM

Today:

Grad presentations
Universal Principles of Design
White, Red effects

Friday Color Nomenclature

Digital, photoshop

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

Additive/subtractive physics

Guest speakers: Friday April 11 Zack Weaver
Friday April 18 Danica Vallone

Grad presentations:

Evan McCleary	Tinker Hatfield
Ben Erickson	Cyberpunk

Universal Principles of Design (UPDes)

Color in Design

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

Black tie

White

White kitchens, very classy
Linens, hotels, towels

Yin/Yang

Red

Red lipstick, red hair femme fatale
Republicans

Black plates in dining
Heroes with a dark side
White is literally cooler in the summer

Previous years

Limousines
Black Amex charge cards
Tuxedos

Star Wars - Jedi
Laboratories - cleanliness
Teeth, smile
Hospital rooms
Designer clothing - Chanel, Dior

Red Cross
Alerts
Fire trucks
Red shirts in Star Trek
Red Ferrari
Red hat sports official
Cars
Food
Stores: sale, lower prices Sales bargain
Politics: Fascists, Republicans, MAGA hats

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

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

