

Extreme Makeover, Web OPAC Edition

ELUNA 2008

1. Color theory
 - 1.1. Hue
 - 1.1.1. This aspect is the most familiar.
 - 1.1.2. Visible spectrum contains millions of colors.
 - 1.1.3. Complete color wheel includes primary, secondary, and tertiary hues.
 - 1.2. Saturation
 - 1.2.1. Can be thought of as color density, dots per inch
 - 1.2.2. Variation from deep to pale, saturated to muted
 - 1.3. Value
 - 1.3.1. Refers to the amount of black or white mixed into a hue
 - 1.3.2. Tints and shades
 - 1.3.3. Slide as example of monochromatic palette
 - 1.4. Palettes
 - 1.4.1. Begin w/Brandeis blue plus two tints
 - 1.4.2. Brighter dark blue for text
 - 1.4.3. Add red and yellow for contrast – primary colors palette
 - 1.4.4. Add two grey with same values
 - 1.4.5. Accessibility test
2. Typography
 - 2.1. Avoid “ransom note” effect
 - 2.2. Less is more – two fonts maximum
 - 2.3. Variations on a single font
3. Logo design
 - 3.1. Photo by itself is not a logo
 - 3.2. Logo is an image, text, or combination that conveys a message (brand) in the most minimal manner possible.
4. Layout
 - 4.1. Use of whitespace
 - 4.2. Visual separation of functions