

Module 11: "Color Visibility"

Lecture 30: "Application of Visibility Parameters"

The Lecture Contains:

- ☰ Application of Visibility Parameters
- ☰ Product Color Codes
- ☰ Natural Color-Toys
- ☰ Color in Consumer Products

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The first image shows a two-story house with a banner that reads "206-242-1292 Now Leasing Renovated Homes www.theheightsburlington.com". The second image shows two people holding a banner that reads "YARD SALE TODAY!!" with various icons. The third image shows a person holding a sign that reads "STATE 94 CHAMPS" and "SS CHAMPS".

(Source: <http://www.banners-signs.net/banners.html> ; June 9, 2012)



Plate7 Color Coding for Food Producing District

(http://www.google.co.in/search?hl=en&q=Color+buttons+in+electric+products&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=xCFU5bOBIfirAe0xsH7Dw#um=1&hl=en&tbm=isch&sa=1&q=Color+in+consumer+products&oq=Color+in+consumer+products&aq=f&aql=&aql=&gs_l=img.12...31.59659.3.6167.5.11.11.0.0.0.0.0...0.0.LDsUM9YATI&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=71da086122260745&biw=1350&bih=559) ; June 10, 2012)

The banners are design with care so that they are legible. The font size and color combination is essential for their effectiveness. Similarly the color coding (plate7) is used in the above map to identify the food production various districts in Australia.

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Product Color Codes

People have become conscious about the material and their effect on environment. Globally it is advised to use color code for eco products to make people aware. Following are some of the products that have chosen to highlight the color code for safety and eco-friendliness-

Color is being used in consumer products to operate. User should be able to operate the equipment safely and comfortably. There is standard color codes used globally. Even without understanding of the function of a form, a contrasting colored feature indicates how and what to do. For example, green button usually indicates "go" or "start," a red button may indicate, "stop" or on a trigger may mean, "caution/ danger ." Traffic signals are same all over the world.



Plates8 Zebra-crossing



People Crossing



Traffic Signs & Traffic Light

The white stripes of a crosswalk on the street direct the pedestrians where to safely cross and warn drivers. Similarly the zebra-crossing indicates the vehicles to stop at that point. In various products colors are chosen based on their value and status. The traffic signs and traffic lights (plate 8) are example of non-verbal communication with the help of light.

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Plate9 Vehicle Colors

(Source: <http://idsandbox.blogspot.in/2008/08/color-in-industrial-design-part-2.html#!/2008/11/color-in-industrial-design-part-3.html> ; June 10, 2012)

The above vehicle (plate 9) colors indicate the status and the value. Between the two the white color adds to a special status compare to the blue color. The type of pigment (metallic/ matte/ gloss) would further enhance the status of the product.

The choice color and application should be done logically rather than spontaneously. The application should cautiously with various other consideration- culture, society, economy, etc. Liberal use of color on randomly may cause difficulties to in operation. Contrasting colors can be applied to those controls that are critical and most important, even though they may be rarely used.

(Ref. <http://idsandbox.blogspot.in/2008/08/color-in-industrial-design-part-2.html#!/2008/08/color-in-industrial-design-part-2.html> ; June 10, 2012)

Designers should not try to deceive the user with the help of color. One should be honest and true to the material. By applying wood color on other material to give a wood finish should avoided. Bathroom tap should not be brass-coated on steel to increase the intrinsic value of the product.

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Natural Color for Toys

It is well accepted around the world that toys (plate 10) should have natural or non-toxic colors. No toxic chemical colors should be used for children's toys. Preferably no metal be used in toys.



Plate10 Toys with natural color pigment

(Source: http://www.google.co.in/imgres?q=Color+in+toys&start=26&um=1&hl=en&sa=N&biw=1350&bih=559&tbn=isch&tbnid=Ye1Yv6T_j9wTcM:&imgrefurl=http://hypebeast.com/2007/09/amostoysod/&docid=KESWoFZdWIKxOM&imgurl=http://cdn.hypebeast.com/image/2007/09/amostoysod2.jpg&w=598&h=482&ei=1SXUT_OdLY3rrQezwvT7Dw&zoom=1&iact=hc&vpx=988&vpy=58&dur=3476&hovh=202&hovw=250&tx=81&ty=120&sig=115377276963674231351&page=2&tbnh=164&tbnw=224&ndsp=16&ved=1t:429.r:31.s:26.i:52 ; June 10, 2012)

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Color in Consumer Products



Plates11 Plastic Plates



Cell Phone



Color coded nutrition Tips

(Source: http://www.google.co.in/search?hl=en&q=Color+in+Consumer+Products&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=QjLUT-6SGMXorAec49H7Dw ; June 10, 2012)

The application of color in household consumer products (plate 11) is common to our daily life. Some time the colors are used to attract the consumers and some time the product colors are assigned based on their usage. Color could be used for practical reasons for the aesthetic appearance.



Plates 12 School Bus



Ambulance



Fire Engine

Like traffic sign school bus color has its practical purpose. School Bus (plates 12) needs to be separated from other vehicles for the safety reasons. Similarly the color of ambulance and the fire engines have special role to play in the society. Due to their nature of importance specific colors are assigned to their vehicle.

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Plate13 A Wheel on Palace



13 B Deccan Odyssey



13 C Duronto Exp.

The colors in Indian Railways (plates 13) have significance based on their type of service. Each train has special service to offer and accordingly the colors are chosen.

Conclusion

The application of color has great importance due to the nature of their utility. Color is able to communicate with people much effectively. The color also helps to separate the products due to their visibility. The above examples are to illustrate the importance of color and its visibility in various spectrum of our lifestyle. The random application of color may sometime give wrong signal. Hence, the visibility of color is an important factor related to its use/ service.

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