Color As Content

Here are links to the web sites we talked about last Friday, where color (or books about color) is the content:

- The site for Werner’s Nomenclature of Color by Nicholas Rougeux: https://www.c82.net/werner/. Notice how the look of the site -- color background, font -- respects the look of the original publication (the new Smithsonian edition I brought to class preserves the design of the original... actually you can see the scans of the original on NR's site). Without copying the original, NR's design choices make the site look like a cousin of the book. (Here is a link to the font NR used: https://fonts.google.com/specimen/Crimson+Text). NR's site adds to the book's content features that were not available when the book was published: photographs of the minerals/plants/animals that show where the colors occur naturally, and the sort of navigation 21st century users expect (i.e. clicking on things as opposed to flipping pages.) There is a spreadsheet designers can download that lists the colors and their hex codes, so the site is useful as more than just eye-candy and a showcase of NR's work as a web and poster designer.

- Compare NR's site with Jason Logan's: http://www.jasonslogan.com. JL's has a beautiful new book but his site doesn't do enough to promote it. As I told you in class, as a Canadian, Jason is self-promotion-impaired, and as a father of three he is also time-challenged. Also, web is not his medium -- he is an illustrator and an art director for print media. In any case, his web site could use much improvement in promoting of the book and the Toronto Ink Company products. Here is an excerpt from Jason's email, in which he lists some ideas and inspirations for what he'd like his web site to be/do:

  "I want a place and a tool for citizen science experiments with foraged colour and a way of spreading the word about sidewalk level colour and my tour around the world. maybe a cross between this only for ipad but quite nice. And this from Rene Redzepi with a touch of this but doesn't have to be an app could be a map or some adjunct to google maps or i don't know a colour drone?"

  If nothing else, this gives you an idea of how vague clients can be! Part of being a web designer is taking such vague ideas and figuring out how to turn them into a working, usable site: what are the views? how do you navigate between them? These are also design choices, but of a very different kind than color/font choices.

- Color Leap https://colorleap.app/home is a mini-history of color in images, and a color-picking tool. I can't stay too long on the site -- I find it too busy and the constantly changing color hurts my brain! -- but there are some good layout/navigation ideas there, and the color picking feature is useful.

- Finally, here is a link to that hue test we all took in class: http://www.colormunki.com/game/huetest_kiosk

You will soon have to come up with ideas for your own web site projects for our class -- I hope this post and sites linked from here give you some ideas. To be sure, I won't expect anything as sophisticated as the linked sites -- but you can dream big! Imagining the kind of web sites you would like to build will also give you an idea of technologies you'll want to learn after this course.