Lead Author: Kevin Ferris
Degree objective when research was completed: Bachelor’s
Major: Computer Information Systems
College: CBA

Co-presenter(s): Not applicable

Faculty Mentor(s): Dr. Sonya Zhang

Session 1: University Library - 15-1828
Time of Presentation: 2:15 PM

Presentation Type: Oral presentation

Project Title: The Web Designer’s Palette for Painting a Colorful Profit: A Color Theory Based Business Strategy Framework for Optimizing the Color Scheme Decision-Making Process

Synopsis: After reviewing research on color theory and web design implementation of color, a framework is developed for novice designers as a color scheme decision-making guide.

Abstract: Color, as a fundamental element of visual stimuli, has a substantial impact on our perception of what we see. Changing the hue or color scheme of any object will likewise have an effect on our emotional reaction. Web designers must pay careful attention to color theory and its effect on humans to develop successful websites. A good color scheme will convey unspoken persuasion to the user with a positive effect on brand perception and therefore sales. This paper will outline what color theory is, the symbolism and emotions we attach to common colors, how these factors can directly influence business branding, and how web designers can use this information to their advantage and avoid common pitfalls that drive customers away. Then, a visual framework will be developed as a guide for novice designers to illustrate which factors to consider when deciding on a color scheme and help narrow the spectrum down to the most appropriate options for both websites and web applications. Future research will include an experiment among IS classes to determine the effectiveness of the visual framework in both decision-making and facilitating appropriate color schemes.