Color is relative
A color's appearance is influenced by the light hitting it and the color surrounding it.

Hue impacts value
When discussing colors, hue and saturation are the two main components that determine a color's appearance.

Color is psychological
Colors are often associated with certain moods and emotions, which can influence how they are perceived.

Unconventional colors stand out
When used appropriately, unconventional colors can be a great way to draw attention to important information or elements.

Color has cultural significance
Different colors have different cultural meanings in various societies, and understanding these can help in creating effective designs.

Saturation affects vibrancy
Saturation refers to the intensity of a color, with higher saturation creating more vibrant and intense colors.

Simultaneous contrast is visually powerful
Simultaneous contrast occurs when the brightness or color of one object is influenced by the brightness or color of another object.

Color has a 60:30:10 rule

The relationship between text and color is crucial

Color accessibility can't be ignored

Any two colors can be harmonious

Basic color schemes are best

Legibility

Legibility

Legibility