The Coloration Of Texts In Designing Process

The coloration of texts should be carried out for the purposes of ensuring that the texts can be easily visualized. However, it is the role of the writers to come up with effective colors which will enable the people to view the text in the best way possible. The colors to be used should be selected accordingly during the design as they have impacts on the overall visualization of the texts used. (Saltz, 2019)

On the other hand, typography is the ability of people to adjust the texts within the design as well as creating contents which are powerful. The typography ensures that the people are provided with an attractive appearance which tends to be appealing to them. It can as well be used for the purposes of ensuring that the aesthetic value of the content is achieved. In some cases, the typography is used to set the overall tone used in different websites and therefore providing a great user experience.

During the designing process, the typography should be considered because:

- it leads to the creation and the building of recognition
- it gives a reflection of an effective professionalism
- it enhances the establishment of an information hierarchy

As far as the creation and the building of the recognition is concerned, the colors used play important roles in enabling majority of the people in an area to recognize the context in the best way possible. This is because it adds value to the brand produced in an organization. When used in different organizations, the typography plays important roles in the identification of the viewers of the websites. This helps in ensuring that the content of an organization gains the organizations presence. (Tendulkar, 2019)

When an effective typography is used, it gives a clear reflection of professionalism especially when used in the design process. On the other hand, the use of the right fonts, sizes and colors helps in ensuring that the trust of the customers is gained therefore making it for an organization to increase its profitability within a given period of time. The gain of the customers' trust can again be achieved as a result of the use of the typography in an ability to carry out the marketing of the products in cases whereby the website used to carry out the typography is based on businesses.

Complementary colors are the colors which are combined for the purposes of ensuring that a black and a white color are formed. As a result of the complementary colors, visualization is enhanced therefore enabling majority of the people to understand the information put across. The complementary colors play important roles in ensuring that certain information is passed to the people. Moreover, it can be used to determine the moods and the feeling of the people especially when it is used in art work. The complementary colors are advantageous in that it leads to the production of fairly neutral result. Such results play important roles in enabling an individual the neutral look provided by the complementary colors is appealing to a large number of people and hence majority ends up getting attracted. Again, the complementary colors are disadvantageous in that it provides a bad color choice for majority of people. This occurs as a

result of the many colors which are combined together for the purposes of giving out a certain outcome. (Poon, 2019)

On the other hand, analogous colors are groups of colors which are placed next to each other in the color wheel. The complementary colors are advantageous in that it produces a subtle version which can easily be seen by people. This enhances the visualization of the texts used. Again, the complementary colors are disadvantageous in that it makes it hard for the people to contrast the colors as well as the text provided. As a result, many of the people find it hard for them to differentiate the text provided and hence they end up misunderstanding the concept. However, the message obtained from the complementary colors is not understandable and therefore the people end up failing to understand what is meant by the context provided. Due to the inability of the complementary colors to enable the people to contrast the texts provided wrong outcomes might be obtained.

Finally, the triadic colors are the colors which are evenly spaced around a color wheel. The triadic colors are advantageous in that it makes it easy for the people to contrast the colors provided. This plays important roles in ensuring that majority of people are able to differentiate the texts provided. Moreover, the triadic colors are disadvantageous in that they contribute to an unsaturated version which is not clearly seen by the people. This might contribute to a wrong interpretation of the texts provided. The texts used should be saturated enough for the purposes of ensuring that the people are able to understand the concept in the best way possible. (Isherwood, 2019)

References

1. Tendulkar, P., Krishna, K., Selvaraju, R. R., & Parikh, D. (2019). Trick or TReAT: Thematic Reinforcement for Artistic Typography. arXiv preprint arXiv:1903.07820.
2. Saltz, I. (2019). Typography Essentials Revised and Updated: 100 Design Principles for Working with Type. Rockport Publishers.
3. Isherwood, T., & Kendall, J. (2019). 18 Mapping the Text: A Practice-Led Analysis of the Creative Interfaces between Typography and Text 265. In Art and Science in Word and Image (pp. 265-280). Brill Rodopi.
4. Poon, S. T. (2019). TYPOGRAPHY INSPIRATIONS IN 21st-CENTURY: SOCIAL AND CULTURAL ROLES OF MODERNIST BAUHAUS IN GRAPHIC DESIGN. International Journal, 2(7), 23-37.