

## Colors in Visual Communication and UX/UI Design

### Learning Objectives:

- Describe the impact of colors in visual communication, brand identity, and user experience (UX/UI).
- Develop your critical analysis and coherent graphic design skills.

### 1. Logo Analysis (Theoretical Section)

Choose a logo from a well-known brand (e.g.: Coca-Cola, Tesla, Uniqlo, Zara — or any other recognizable brand).

Answer the following questions:

1. What are the main colors used in the logo?
2. To which category do these colors belong?  
 Warm –  Cool –  Neutral – or other
3. What do these colors convey:
  - a. **Emotionally?** (e.g., safety, energy, elegance, innovation...)
  - b. **Symbolically or culturally?** (e.g., red = passion, white = purity, blue = reliability...)

**Tip:** Use your knowledge of **color psychology**.

Insert the logo image to support your analysis.

### 2. Creating a Color Palette for a Mobile App (Creative Section)

Choose one of the following types of apps:

- A fast delivery service
- A meditation / wellness app
- A connected car wash app or another tech startup

**Task:** **Create a color palette of 3 to 5 colors suited to the identity of your chosen app.**

For each color, specify:

- The **hexadecimal code** (e.g., #4CAF50)
- Its **role in the interface** (e.g., background, primary button, text, icon, accent)
- A **clear justification** for your choice:
  - What **visual or emotional effect** does it produce?
  - Is it **harmonious and functional** for UX/UI?
  - Is it **accessible** (readability, contrast)?

### Expected Format:

- Word, PDF, or PowerPoint document
- Well-structured, clear, and error-free text
- Visuals are highly recommended (logos, color swatches, simple mock-ups)