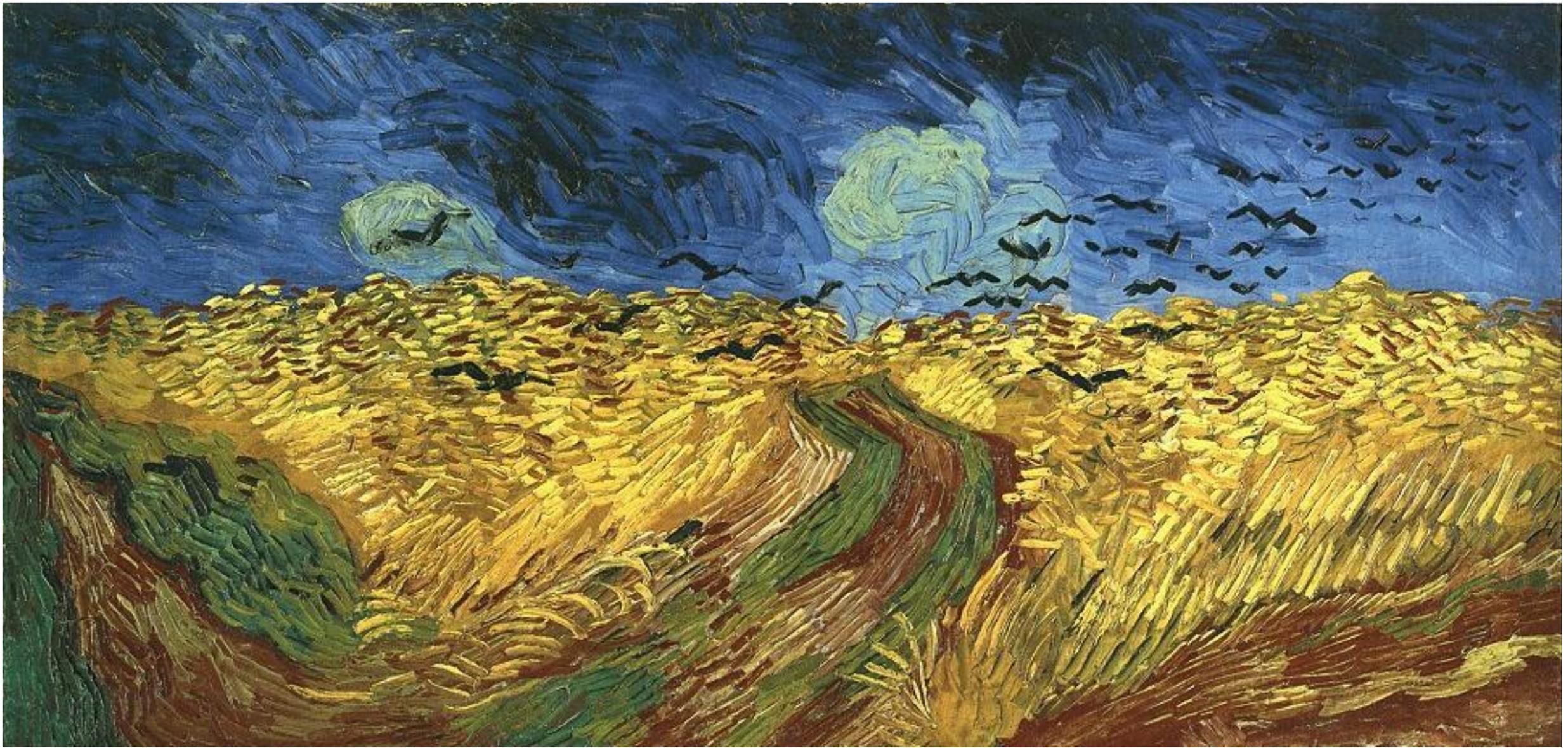




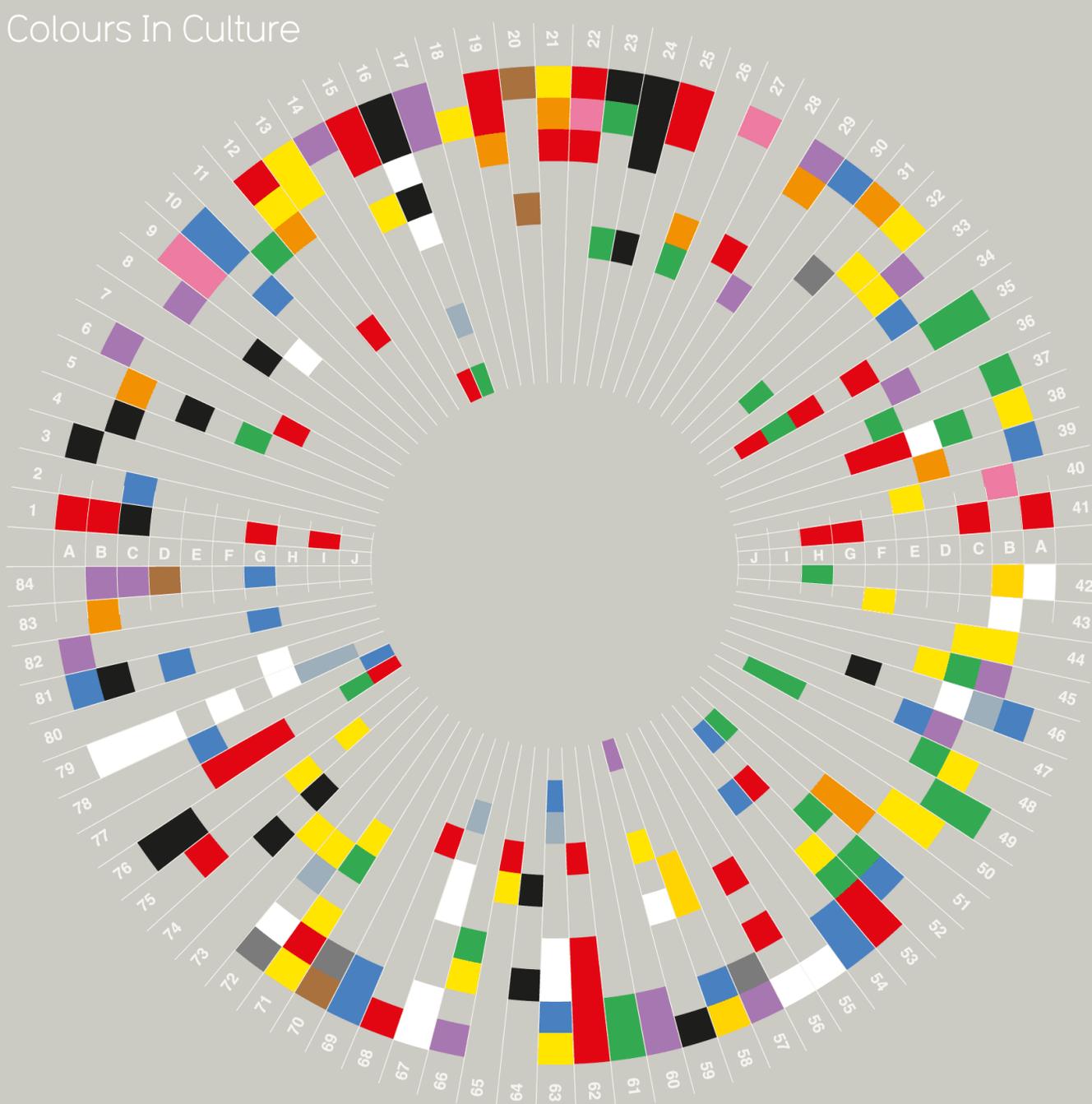
Visualization, DD2257
Prof. Dr. Tino Weinkauff

Human Factors in Visualization



„This is Van Gogh’s last painting before he committed suicide.“

Colours In Culture



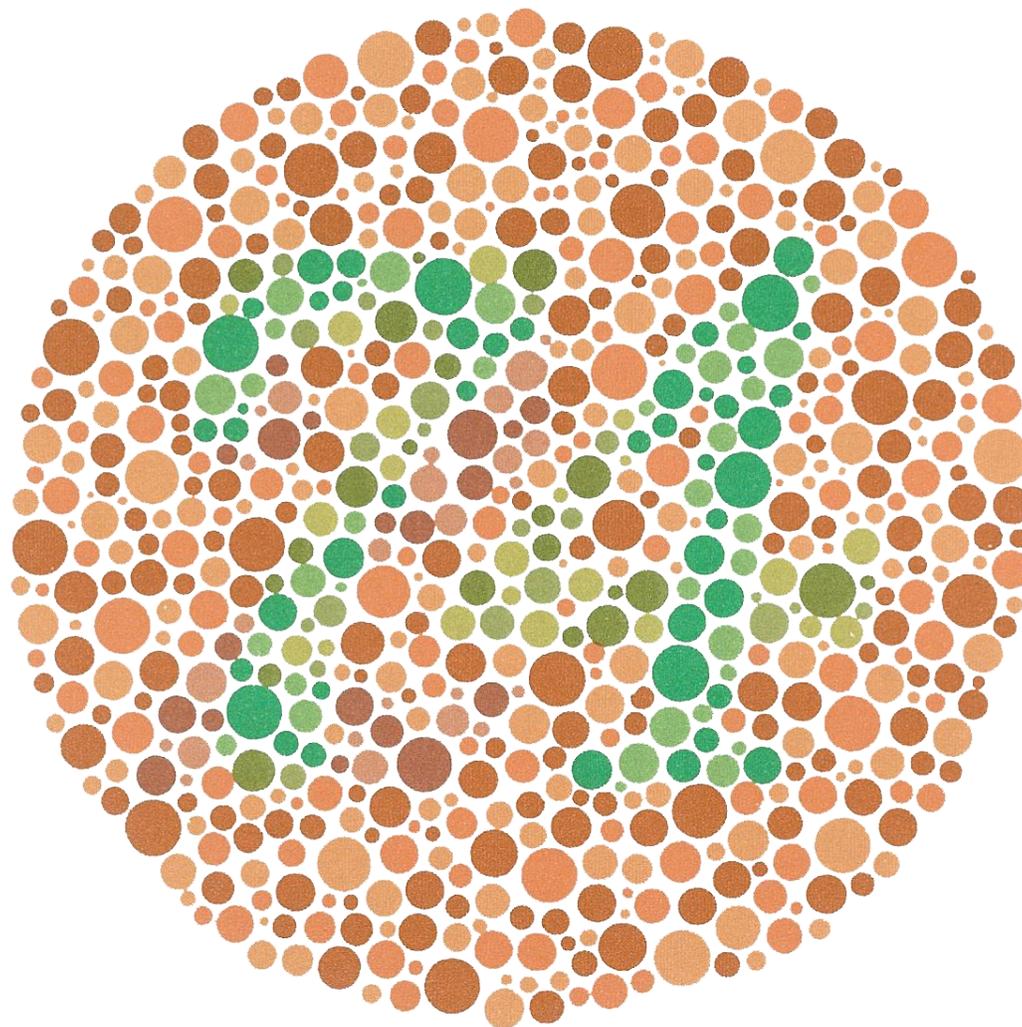
- | | | |
|----------------------|--------------------|----------------|
| A Western / American | 1 Anger | 19 Desire |
| B Japanese | 2 Art / Creativity | 20 Earthy |
| C Hindu | 3 Authority | 21 Energy |
| D Native American | 4 Bad Luck | 22 Erotic |
| E Chinese | 5 Balance | 23 Eternity |
| F Asian | 6 Beauty | 24 Evil |
| G Eastern European | 7 Calm | 25 Excitement |
| H Arab | 8 Celebration | 26 Family |
| I African | 9 Children | 27 Femininity |
| J South American | 10 Cold | 28 Fertility |
| | 11 Compassion | 29 Flamboyance |
| | 12 Courage | 30 Freedom |
| | 13 Cowardice | 31 Friendly |
| | 14 Cruelty | 32 Fun |
| | 15 Danger | 33 God |
| | 16 Death | 34 Gods |
| | 17 Decadence | 35 Good Luck |
| | 18 Deceit | 36 Gratitude |

- | | | |
|-----------------|-------------------|---------------------|
| 37 Growth | 55 Luxury | 73 Royalty |
| 38 Happiness | 56 Marriage | 74 Self-cultivation |
| 39 Healing | 57 Modesty | 75 Strength |
| 40 Healthy | 58 Money | 76 Style |
| 41 Heat | 59 Mourning | 77 Success |
| 42 Heaven | 60 Mystery | 78 Trouble |
| 43 Holiness | 61 Nature | 79 Truce |
| 44 Illness | 62 Passion | 80 Trust |
| 45 Insight | 63 Peace | 81 Unhappiness |
| 46 Intelligence | 64 Penance | 82 Virtue |
| 47 Intuition | 65 Power | 83 Warmth |
| 48 Religion | 66 Personal power | 84 Wisdom |
| 49 Jealousy | 67 Purity | |
| 50 Joy | 68 Radicalism | |
| 51 Learning | 69 Rational | |
| 52 Life | 70 Reliable | |
| 53 Love | 71 Repels Evil | |
| 54 Loyalty | 72 Respect | |

- | | |
|--------|--------|
| Yellow | Grey |
| Gold | Silver |

- Colors are perceived in the following way:

	<i>blue</i>	<i>red</i>	<i>green</i>	<i>yellow</i>	<i>pink</i>
<i>sense</i>	bright: soft dark: hard	rough	-	soft	very soft
<i>taste</i>	neutral	spicy , crisp	bitter	sweet	sweetish
<i>temperature</i>	cool, cold	warm, hot	cool	warm	skin temp.
<i>weight</i>	bright: light dark: heavy	(as blue)	(as blue)	light	light
	uncritical	very critical	uncritical	slightly critical	<u>critical</u>



The numeral "74" should be clearly visible to viewers with normal color vision.

Viewers with dichromacy or anomalous trichromacy may read it as "21".

Viewers with achromatopsia may not see numbers.

From http://en.wikipedia.org/wiki/Color_blindness