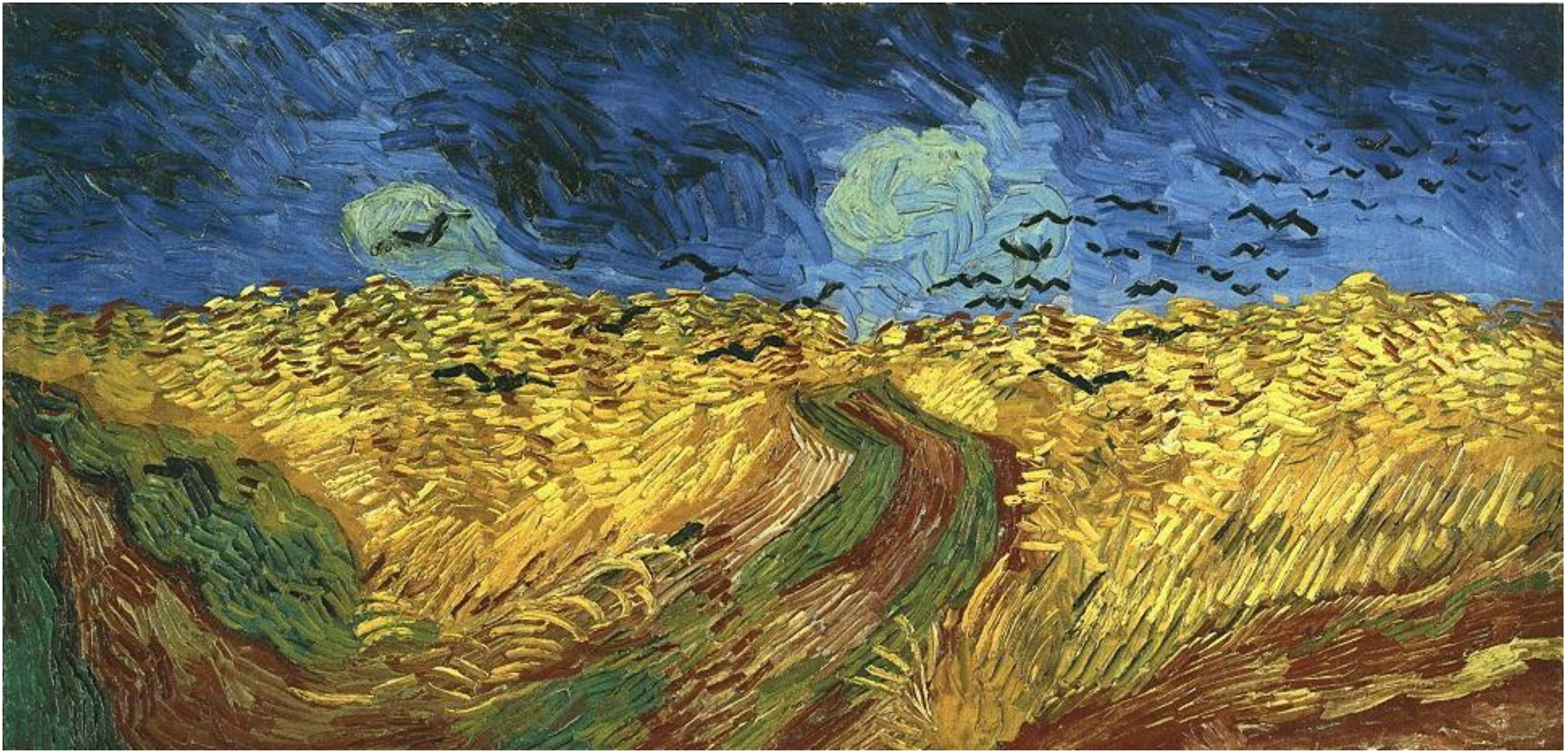




Visualization, DD2257

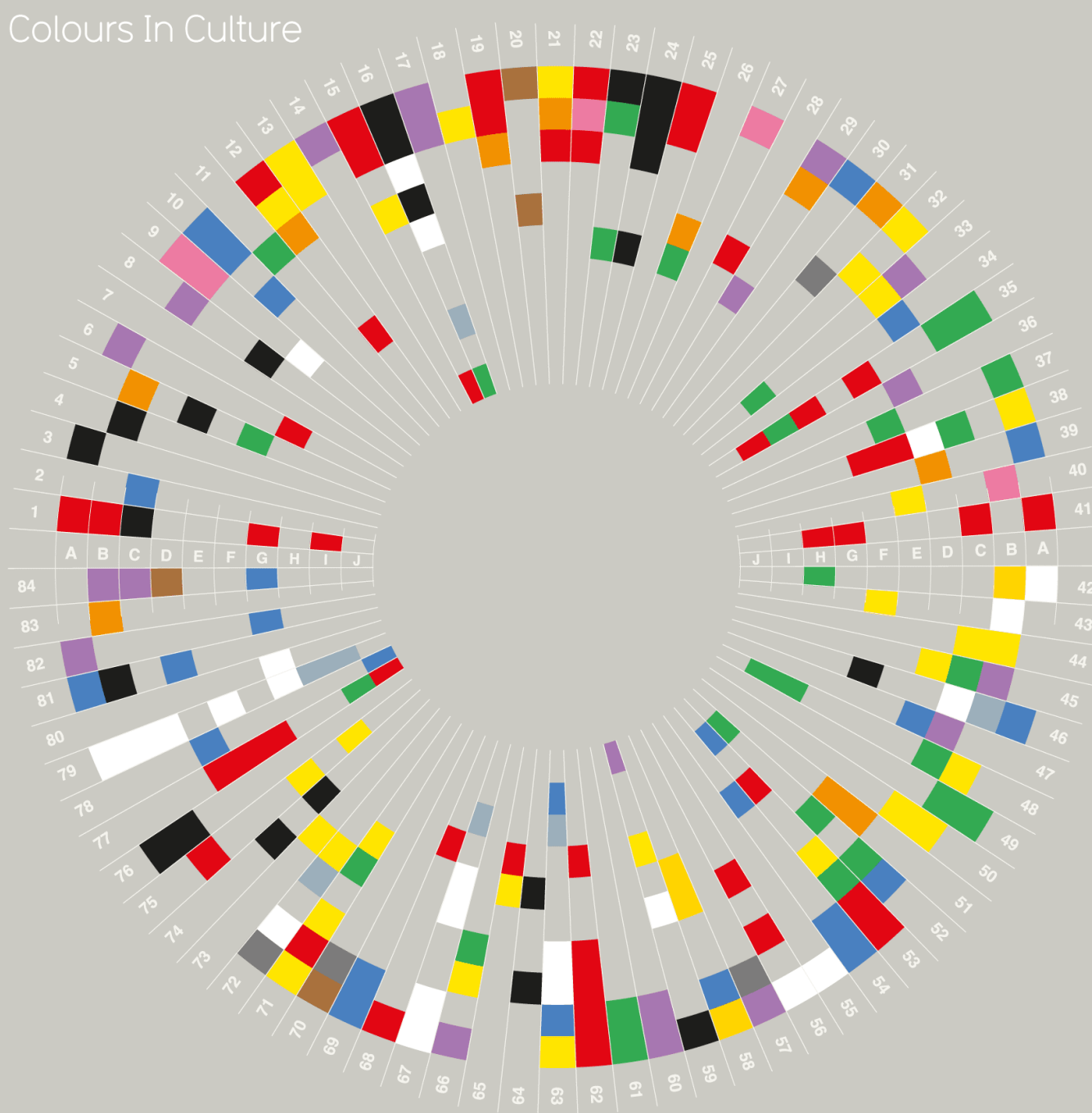
Prof. Dr. Tino Weinkauff

Human Factors in Visualization



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

Colours In Culture



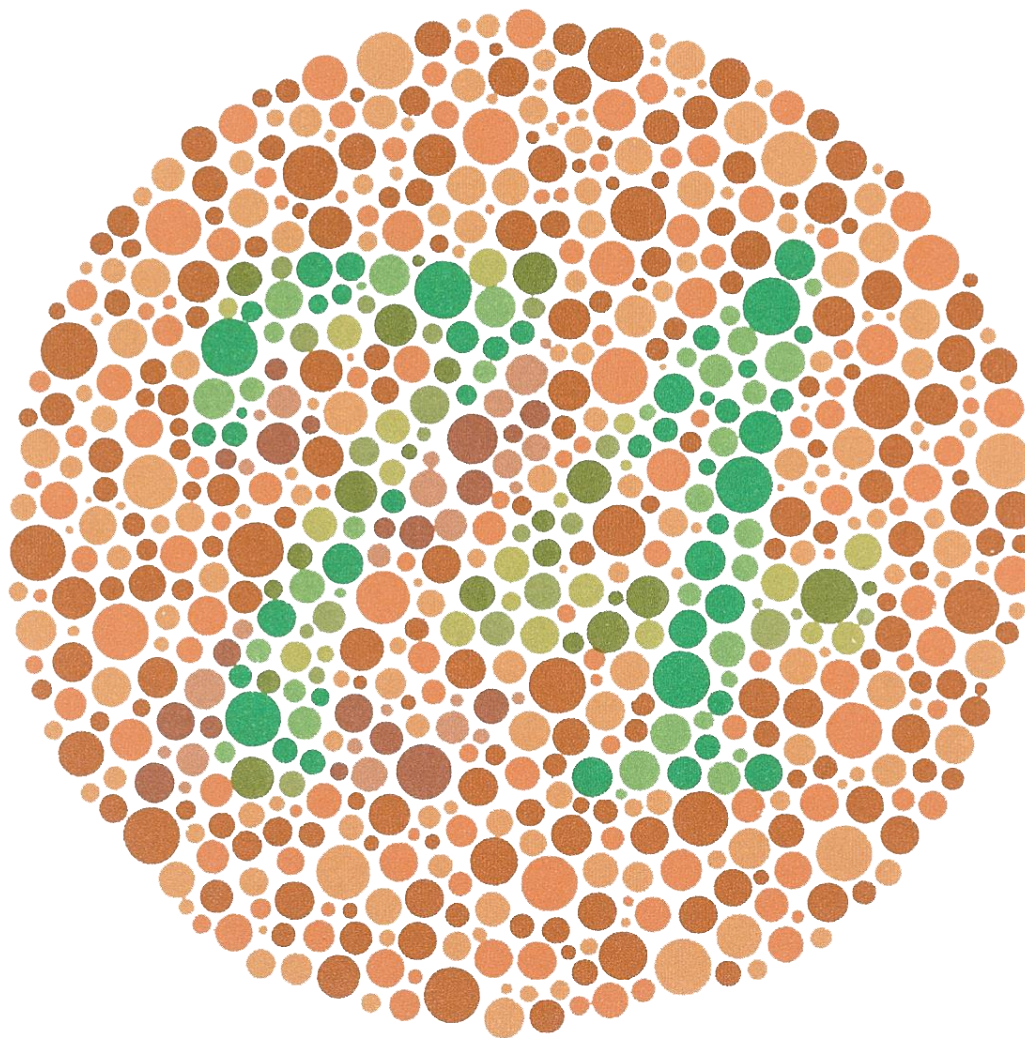
A Western / American	1 Anger	19 Desire
B Japanese	2 Art / Creativity	20 Earthy
C Hindu	3 Authority	21 Energy
D Native American	4 Bad Luck	22 Erotic
E Chinese	5 Balance	23 Eternity
F Asian	6 Beauty	24 Evil
G Eastern European	7 Calm	25 Excitement
H Arab	8 Celebration	26 Family
I African	9 Children	27 Femininity
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