

week::eight

Web Color Primer

Hexadecimal Color

Overview

- HTML uses the **hexadecimal** format, combining six characters to define color values.
- Only the characters 0-9, A-F are used.
 - 16 total characters, known as “Base-16”
 - Letters can be either upper or lower case, but upper case is more common.
- The color value must be preceded with a pound-sign (#).
- Most design applications support hexadecimal colors.
- You can also use plain-language to specify a color (black, blue, etc.), but there are only a handful of colors with names assigned to them. Unless you are specifying black or white, it’s best to use hexadecimal (or RGB) values.

Examples

	Hexadecimal	Plain-Language	RGB
	#000000	Black	0, 0, 0
	#FFFFFF	White	255, 255, 255
	#0000FF	Blue	0, 0, 255
	#FF4500	OrangeRed	255, 65, 0
	#176D0F	<i>none</i>	23, 109, 15

RGBA Color

Overview

- RGBA is a more-modern way to specify color in CSS.
- It is essentially RGB color with the important addition of A — **Alpha**.
- Alpha lets you control the **opacity of the color**, allowing you to create translucent objects.
- Nova’s **Color Picker** uses RGBA whenever you introduce transparency to the color.

Syntax

- `rgba(0, 0, 255, .5);`
- The first three numbers are the **R, G, and B values**.
- The last number is the opacity: 1.0 for 100% opaque; .5 for 50% opaque, etc..

HSL Color

Overview

- A more “human” way to specify colors for the Web that matches more-closely how most people actually think about color.

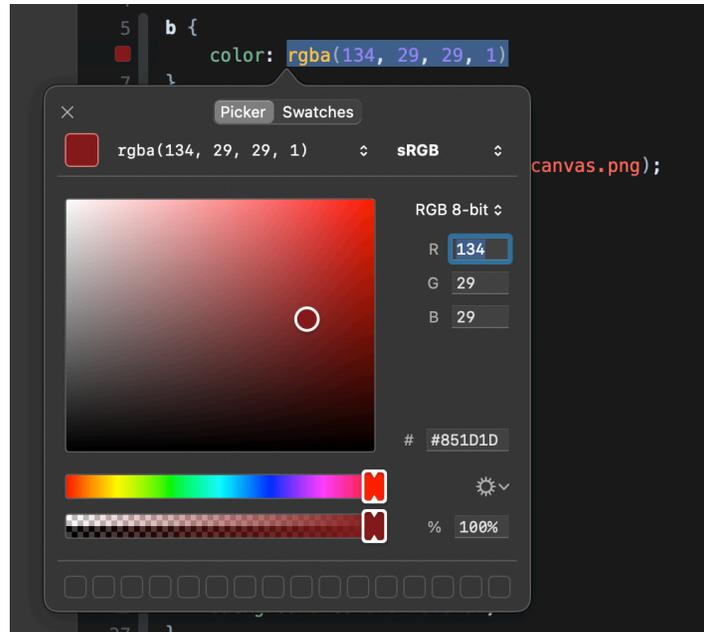
Syntax

- `hsl(180, 50%, 35%, 40%);`
- The first number is **Hue** (range is 0–360, like a color wheel); second is **Saturation** (how much color from 0–100%); third is **Lightness** (how light/dark from 0–100%); final value is **Opacity** (0-100%).

Obtaining Web Colors

In Nova

- Use Nova's built-in Color Picker.
- The Picker shows up automatically whenever you begin to type in a color value.



In Photoshop

- You can use Photoshop to obtain a color's hexadecimal value.
- Photoshop's Color Picker has several different ways to view a color's value, including hexadecimal, which is represented by the # sign at the bottom of the window.



- Do NOT use the *Only Web Colors* option. It limits you to an older palette used on the Web.
- You can also use the **Eyedropper tool** to select an existing color.
 - Simply select the tool, change the Sample Size to *Point Sample*, and right-click on the color and select *Copy Color's Hex Code*.