Unit Objectives: Ware Chapter 4

Students should be able to:

1. Describe the role, function, and detail specifications of the three types of cones.
2. Describe how color is perceived according to the Trichromatic Theory.
3. Describe how color is perceived according to the Opponent Process Theory.
4. Describe the process by which after-images occur following long visual exposure to a color.
5. Explain the concept of simultaneous contrast and why it is important in a discussion of color.
6. Differentiate between and explain the phenomena of chromatic contrast and brightness (luminance) contrast.
7. Explain how colors are detected and identified.
8. List and describe the design principles for:
   a. Color coding information
   b. Emphasizing and highlighting information
   c. Communicating sequences in data in maps, graphs, and diagrams.