

# FOAC - Feel Of A Colour

Example 1.0 :Website delivery and automated colour compensation

## Website Design



HTML



CSS



Graphics



FOAC

## FOAC File Data

OFF THE SHELF **EMOTONE** DATA  
FOR COLOURS

- 413: Fresh, Clean
- 876: Natural, Clean
- 766: Dynamic, New
- 281: Strong, Authority

CUSTOM DESCRIPTIONS  
ANNOTATED BY THE DESIGNER

- Overall: Exciting, Fresh, Scientific, Clarity.

NETWORK

LOCAL



No additional  
data used



Local machine  
and environmental  
data available



Local machine  
and environmental  
data available



Local user-defined  
colour perception  
data available

User 1 - No Alterations,



FOAC data available in alt/hover  
tags on graphic areas.

User 2 - Slight Alterations,



FOAC data used in combination  
with local machine colour and light  
calibrations to retain the feel  
of the original.

User 3 - Severe Alterations,



FOAC Data used in combination  
with local machine and user-defined  
colour perception difficulties, in this  
case severe colour blindness - note  
major automated alterations to  
red/green images to enhance  
clarity, overall colour changes to  
emulate the feel of the original.