

# 103-109 年資訊月海報徵選的數位色彩代碼

## 用色特徵與趨勢

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### 摘 要

現今科技發展與變化快速，色彩在科技相關領域的使用也越趨普遍，因此如何看待資訊科技的色彩意象，便成為一項值得探討的議題。在一般的理解認知中，色彩意象可分為色彩聯想和色彩象徵，大部分的人們對某一種顏色的共同聯想，就形成了該顏色的色彩象徵。一般而言，色彩三屬性會影響到色彩的意象，然而，色彩意象又可能會因不同地域文化或社會以及時代的變遷而有所不同。而目前快速變化的資訊科技在色彩意象上的使用又是如何呢？為探討此一問題，本研究透過 Photoshop 解構「103-109 年資訊月海報徵選」的數位色彩代碼，以分析出其色彩的 H 值、S 值與 B 值，並藉此比較年度的平均色以及離散係數 (C.V.) 進而推估色彩在該海報徵選中所應用的趨勢。在本研究成果上得出「資訊科技/科技感」意象有以下三項特徵：其一，資訊科技的意象在色相平均值分佈於冷色系與中性色。其二，彩度的平均值部分偏向低彩度居多，且有逐年下降的趨勢。其三，明度平均值皆在中明度以上。

**關鍵詞：**色彩意象、資訊科技、海報、色彩解構

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# The Color Characteristics and Trends of Digital Color Codes Selected for 2014-2020 Information Month Posters

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## Abstract

With the rapid development of technology, the issue of color treating images in information technology has increased in importance. Color images are classified into color associations and color symbols. A color symbol is derived from most people's consensus of color associations. The three attributes of color, namely hue, value, and chroma, can affect color images while color associations may change with cultural or social changes. So, what about color images in the rapidly developing industry of information technology? This study attempted to deconstruct the digital color codes in "2014-2020 Information Month Poster Selection" using Photoshop to determine the color values of H, S, and B, with the goal of predicting their color trends by comparing the annual average color and coefficient of variation (CV). The results suggested that the images in "information technology" have the following three characteristics: 1) the average hue of images in information technology is distributed within cool color and neutral color systems; 2) the average chroma is dominated by low chroma, showing a tendency to decrease year by year; and 3) the average brightness tends to hover around the median.

**Keywords:** Color Image, Information Technology, Poster, Color decomposing

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