In class exercise, page 272 using websites.

Red Robin:

Uses a complimentary color scheme of black and red and makes the site look coherent. It also incorporates yellows and gold tones into the background food items and script.

The site uses black colored salt and pepper shakers with red rope to create a runway style on the site. This emphasizes the food/product they are selling.

A maroon/red color is used on the banner, in the middle and on the bottom. They use the black background which makes the maroon pop and the text boxes with description stand out.

The rhetorical tone is to invoke not only a desire to eat at Red Robin, but quality of the food. Also, it says, with layout and color choices that Red Robin wants you to feel like a celebrity on a red carpet and feel good about eating at Red Robin. The red carpet and choices of maroon and gold give an upscale feeling .

Orange Julius:

Uses a color scheme of tetradic colors, with red, blue, green and orange and yellow. It combines these due to using multiple types of fruit in their products.

The use of the color in the design uses a backdrop of a tropical colored green and in the forefront uses the fruit around the glasses of the product to emphasize what is being offered.

The use of color design keeps the website consistent for displaying different aspects of their product (keep it fresh, keep it light, keep it real) but always making the drink itself the center of attention.

The rhetorical tone is to invoke a fresh and healthful aspect of their product and drinking this will make you feel better about how you take care of yourself. The use of the fresh fruit and a blender also invokes a feeling of low processing and more “pure” product.

McDonalds:

Uses a complimentary colors of orange and red primarily.

The use of the color in the design is an homage to its branding and also emphasizes the food, for example the yellow in the cheeseburger in the forefront of the screen. Red accents the edges of icons and also the icons for selections of menus and offers.

The use of color design keeps the website consistent for displaying not only the branding McDonalds has but also the menu, and the dollar menu.

The rhetorical tone is to invoke an ethos of good food, fast and economically. The white background gives a feeling of non-richness, in contrast to the Red Robin site. The site gives a sense that the person eating there would be keeping it simple.

Green Bay Packers:

Uses a triadic color scheme of green, white and yellow.

The use of the triadic color scheme allows for the branding of the team.