Common Color Appearance

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Defining the variables

- Source or reference stimulus, where each stimulus is a collection of at least two colors

- Three or more stimuli to compare

- Only two stimuli – is a matter of color difference evaluation or color matching

- We are interested in a smooth transition between stimuli– e.g. Farnsworth Munsell 100 Hue

What are we studying?

- Color agreement or correspondence of stimuli to each other

- Color consistency

- Visual agreement (correspondence, consistency)? => Common visual appearance

- Cross media campaign situation

Consideration for Metrics

- Delta E between corresponding colors?
- More complex analysis: divergence, collinearity (in appropriate coordinates), PCA, ICA
- Emphasis on Chroma, saturation?
- Hue deviations?
- All colors?
- Memory colors?
- Expanse colors / background colors?
- Changes along the daylight locus?
- Learnings from studying other spaces – e.g. Natural Color System