A Case Study of Color Combination Issues in Various Websites

Abstract

The growth of web has been exponential. According to a study conducted in May 2005, there were a total of over 11.5 billion pages [1], documents on the World Wide Web, and most of them were in the invisible Web, or Deep Web. Same figure in March 2012 is around 55 billion pages [2]. The size of the web is expanding continuously like the universe after the big bang. The rapid growth of internet for commercial purpose has been noted by many researchers & practitioners & it has been almost impossible to escape its growth since its birth in 1990's. The increasing amount of web development work being carried out in these organizations means that such work should be carried out in a well-planned & systematic manner. In designing Web pages, the background color combination is very important because it has a strong impact on the impression and accessibility of the information [3]. Web accessibility is becoming a prominent issue across the world, not only because of legal and compliance issues, but because of its impact on commercial opportunities [4]. Since the domain of a website is the whole world, we cannot ignore the people who are suffering from various Color impairments. An essential part of web design today is designing it in a way that it is equally viable to the individuals with limited abilities [5]. As such a website should be built in such a way as is equally accessible to all the people around the world—of all ages and abilities. The aim of the paper is to analyze the websites in order to check their accessibility to colorblind
community. For the sake of study authors have selected a set of websites i.e. websites of the various Universities in Jammu & Kashmir. The websites of the universities are among the most accessed websites which involve heavy web traffic as such must be developed in such a manner that the format and design for the same be equally accessible and viable to the Colorblind community as well.

References

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Index Terms

Computer Science Pattern Recognition

Keywords

Colorblindness Web Design Issues Color-contrast Ratio w3c