# Content Outline

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## Project Title: Color Terms

https://en.wikipedia.org/wiki/Color_term

This is inspired by a Ted Talk on how there exist more commonly used multiple words for blue in Russian. A color term (or color name) is a word or phrase that refers to a specific color.

**Red** - yes, a term of color.

I would like to devote the microsite to not only pages from a linguistic point of view but also visualization because this is so much more fun and easier to understand with visuals in colors. There would be *4 pages of content*: a home page of explanation, a concept page of color term hierarchy, a terms page for all the confusing wordings people use to refer to color, and a page for standardized systems of colors.

- **Landing Page:**
  - Explains about what does color mean, sets tone for my audience and design folks who has had misconceptions about the ambiguity of this term
  - Contain basic content of what color contains on trichromatic aspect
- **Concept Page:**
  - Fun history of how there are stages of colors that are more evolved than others
- **Collections Page:**
  - Terms - a collection of linguistic terminologies people use and misuses: (Goal is for people to know how to describe neon, fluorescent, and pastel with hue, saturation, and luminosity after reading this, hopefully)
- **Standardized System:**
  - A touch of Munsell color system
  - CNS, ISCC–NBS lexicon, and different systems of colors (maybe some research on RGB, CMYK, Pantone?)
- **Sources**

Link for Ted Talk if anyone's interested:
(https://www.ted.com/talks/lera_boroditsky_how_language_shapes_the_way_we_think?language=en)