

# 大學學院網頁色彩之適配性研究 —以台灣的亞洲大學為例

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## 摘要

大學學院網頁配色是重要的門面溝通管道，良好的配色規劃將提升瀏覽者對科系專業形象認知，亦可加深印象及辨識度。然而國內對於大學學院的網頁色彩及其相關研究領域中，少有人注意到瀏覽者對科系專業形象認知及辨識性等問題，以至於缺乏視覺吸引力。本研究主要目的在探索國人對於大學學院網頁色彩之適配性，並深入瞭解其詳細配色差異情形。因此，本研究以三階段進行網頁色彩語意形象配色研究，依序為第一階段的「文獻資料蒐集與探討」，第二階段為「大學院系的語意形象所屬形容詞」，利用基本描述性統計，瞭解各院系所屬之視覺語言。以及第三階段「大學學院網頁設計的色彩語意形象配色」，使用「排序法」以遞增的方式讓受測者進行比較，並進行肯德爾和諧係數的計算，以瞭解排序的信度和結果；再用單因子變異數分析，探討不同配色的平均值是否達到差異顯著水準。最後使用 Duncan 事後多重比較，瞭解各個配色的差異情形及分群，藉以做更深入的探討。根據問卷結果，有 97.4% 的受測者認為網頁色彩會影響使用者觀看的慾望，有 92.3% 的人認為會影響科系專業形象認知，亦有超過 91% 的受測者認為可以加深對科系的辨識。本研究發現資訊電機學院、管理學院皆以藍色系為主，強調冷靜、理性與邏輯的配色。人文社會學院、護理學院皆以明亮的橘黃色系，讓人倍感親切。醫學暨健康學院以綠色系做色彩變化，使色彩具有無憂的生命感。創意設計學院以黑色及紫色為主軸，搭配綠、黃、白，呈現對比色，讓觀看者有明亮醒目的創意效果。

**關鍵詞：**色彩心理、色彩適配性、色彩意象、色彩配色

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# **A Study on the Color Adaptability of the University Departmental Web Pages — A Case Study of the Asian University in Taiwan**

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## **Abstract**

The color matching of the web pages of the university departments is an important communication channel. A good color matching plan will enhance the viewer's awareness of the department's professional image and deepen the impression and recognition. However, few people have paid attention to the problems of viewers' cognition and identification of the department's professional image in the domestic web page color matching and related research fields. It leads to lack of visual appeal in most of web pages. The primary purpose of this research is to explore the adaptability of the color of university departmental web pages and to gain an in-depth understanding of their apparent color matching differences. Therefore, this study researched the semantic color matching of web page colors in three stages. The first stage was to conduct a literature review and discussion. The second stage was to use basic descriptive statistics to analyze the adjectives belonging to the semantic image of university departments to understand the visual language of each department. And the third stage was to discuss the semantic color matching in the web page design of the university department by adopting the ranking method. Allowing the subjects to make comparisons in an increasing manner, this research then calculated the Kendall harmony coefficient to understand the reliability and results of the ranking. Using one-way analysis of variance to explore whether the average value of different color matching reaches a significant level of difference. Finally, using Duncan post-event

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multiple comparisons to understand the differences and groupings of each color scheme, so as to do a more in-depth discussion. According to the results of the questionnaire, 97.4% of the people believe that the color of web pages will affect the user's desire to watch. 92.3% of the people think that it will affect the professional image recognition of the department. More than 91% of the people believe that it can deepen the identification of the department. This study found that the School of Information and Electrical Engineering and the School of Management mainly adopt the blue color to emphasize the color matching calm, rationality and logic. The School of Humanities and Social Science and the School of Nursing mostly use bright orange, making people feel more intimate. The School of Medicine and Health uses the green color to have a worry-free sense of life. The School of Creative Design focuses on black and purple, along with green, yellow and white to have a bright and eye-catching creative effect with contrasting colors.

**Key words: color psychology, Color Adaptability, Color Image, Color Scheme**