



Visual Persuasion

Demonstrative Evidence That Informs and Transforms

The Demonstrative Evidence Blues

Use the color blue carefully when creating demonstrative evidence because blue objects are difficult for the viewer to bring into focus.

The central portion of the eye's retina, where details come into focus, is highly sensitive to red and green light but has low sensitivity to blue. Only 5% of the color receptors in the retina are blue sensitive and even these are infrequent in the eye's central focusing area (see Fig. 1). The result is that the eye is strained when the viewer tries to focus on blue details. While a large block of blue is easily recognized, the edge of the blue object will be difficult to detect—especially if it is adjacent to another blue object.

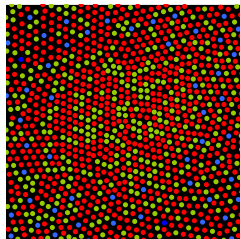


Fig. 1: The central portion of the retina, where detail vision occurs, has a low sensitivity to blue light.

Also, the refraction of blue light through the lens of the eye is different enough from red and green light so that when it brings red and green into focus, blue is slightly out of focus (see Fig. 2). Again, the eye strains to bring blue into focus against the eye's overwhelming preference for red and green. Fine lines and thin text are particularly difficult to view if they are shown in blue.

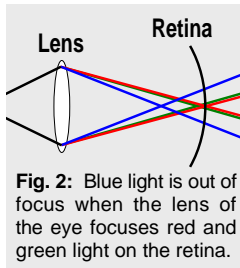


Fig. 2: Blue light is out of focus when the lens of the eye focuses red and green light on the retina.

The use of blue should not be abandoned. Blue is an excellent background color for the very reason that it is a poor choice as a foreground color: blue objects tend to be out of focus. A background that is slightly out of focus will make the foreground details more vivid.

When blue is need as a foreground color, the best treatment is to use a shade of blue (black added to blue) on a light gray background. (All colors appear more vivid when it is displayed against a gray background.) Another option is to put a black border around the blue object so that the edge is distinct.

Blue carries psychological strength. It is the color of faithfulness (true-blue), protection (uniforms are often dark blue), and tranquility (the ocean and the sky). Classic combinations of blue include:

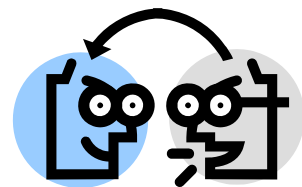
blue text on white background	white text on blue background
blue text on gray background	yellow text on blue background
blue text on khaki background	orange text on blue background

The use of blue as a background color or as a carefully planned foreground color enhances demonstrative evidence.

Color Management At Campbell & LeBoeuf, PC

The law firm of Campbell & LeBoeuf seeks to provide consistent color in its demonstrative evidence.

1. The firm uses high resolution digital cameras and scanners to input images.
2. Color management systems (e.g., [International Color Consortium](#)) provide a high degree of color consistency regardless of the input or output device.
3. A high resolution monitor (1680 x 1050 ppi, 800:1 contrast ratio), a graphics card, and a dual core processor, enable colors to be rendered quickly and accurately.
4. The color laser printer creates full color, photo quality images from toner particles that are 6.5 microns in diameter (one tenth of the thickness of a human hair).
5. The HD video projector used in courtroom presentations has an extremely high luminary output in order to view images in strong ambient light.
6. The front projection screen is also designed for use in high ambient light.



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