Claudia Serrano & Will Tran

Laurie Gatlin

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 App Review: *Color Effects*

*Color Effects* is an app that allows the user filter their image in order to achieve a black and white finish. The user can then use their finger, or stylus, to give color to certain parts of the image. The overall purpose of the app is to allow certain aspects of the image to be highlighted; this ultimately allows the audience to focus on singular components.

The app has many positive elements. One of the most important aspects of any app is the price. I believe this is what ultimately makes a person click the download button. *Color Effects* is a free app that can be used in both android and iphone systems. The app is fairly easy to use and it even provides tutorials for beginners. The user can crop images, and it allows for an easy way to correct errors. Correcting and highlighting is also made easy with the function that allows the user to change the size of the brush.

However, there are several aspects which are limiting. The application does not allow the user to flip or rotate the image. In addition, when the user wants to save the images, they will save with the apps logo. The combination of two images is now allowed. Since the application works a lot easier with stylus, and not every phone is equipped with one, the user can easily color an undesired area. The application is also restricted for phone usage, which means that it cannot be downloaded onto a computer, tablet, or ipad.

The good definitely outweighs the bad within the app. It is clear the app was designed for a single purpose and it delivers. It is a free app that is easy to use and gives regular images a hint of pop. It is an app that we would definitely see ourselves using for regular purposes.

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| **Pros** | **Cons** |
| Easy to use | Saves with water mar/logo |
| Provides tutorial | Cannot rotate/flip picture |
| Can correct mistakes easily | Cannot combine two pictures together |
| Free | Easier to use with a stylus, but not every phone carries one.  |
| Allows for cropping | It’s an app designed for 1 purpose only.  |
| Change the size of the brush. | Can’t be downloaded on mac computer |