

Elements of Design: Color



Colour is Nature's own powerful signaling system - the universal, non-verbal language. Scientifically, it is the first thing we register when we are assessing anything:

Assignment 1:

Read or skim the article to answer the questions: [Link](#) to the article about color.

1. What does the color white represent in Western cultures?
2. What does white mean in Eastern countries?
3. Who discovered that white light separate into visible colors when passing through a prism?
4. Which colors are considered “warm” colors?
5. Colors on the blue, purple, and green are called _____ colors.
6. What 3 feelings do “cool” colors portray?
7. What is color psychology therapy?
8. Okay, so there are some skeptics about color psychology, but research has shown that color can impact people. Give 5 examples of what research has found.

Assignment 2:

Use either Word, PowerPoint, or paper to present information to a student of Graphic Design.

1. Pick 5 linked colors and describe all the psychological effects for that color (from the link above).
2. Color Research: Click the link and pick two personality types on the left hand side of the page. <http://www.colour-affects.co.uk/research>
3. How powerful is the color blue? In your presentation, convince me that blue has power. Use this link: <http://psychcentral.com/blog/archives/2008/12/13/can-blue-colored-light-prevent-suicide/>

Assignment 3:

Create a color wheel using Paint. Net. (see the instructions sheet for these assignments – [Link](#))

Goal:

- Learn to use Paint. Net
 - Learn the primary, secondary, complementary, and
1. Re-color 2 images with complementary colors
 2. Re-color 2 images with analogous colors

Assignment 4:

The illustration below shows clearly how big corporations choose a logo color that portrays a color that corresponds to the feeling they want their customer to associate with their company.

Find one other company, not listed on in the illustration, for each color.

