

# THE MEANING OF COLOR

[http://www.teachersnetwork.org/grantWinners/PowerToLearn\\_MaryKohmuench.cfm](http://www.teachersnetwork.org/grantWinners/PowerToLearn_MaryKohmuench.cfm)

It is a known fact that you have less than four seconds to catch your audience's attention and the quickest form of non-verbal communication is color.

Color is an integral part of our day-to-day survival. Red stop signs, yellow yield signs, a green traffic light, a white police car, a red fire engine, and a yellow school bus are objects that we must identify quickly and the way to do it is through color.

Web designers, graphic artists, desktop publishers, advertisers, and multimedia specialists who understand the psychology of color and know how to use it are at the top of their craft.

In marketing, the proper use of color psychology is important in the following areas:

1. Graphic images and brand names
2. Packaging of products
3. Product displays
4. Advertising: web sites, print ads, billboards and videos
5. Company logos
6. The product itself

One must understand the psychology of color before designing PowerPoint presentations, brochures, flyers, videos and displays. Also, an understanding of the cultural significance of color is important in a global economy.

## TASKS

<a href="#"><u>Task 1: Color Idioms</u></a>	A self-test of your knowledge of how color is used in common phrases! All you have to do is click on the link to the left and follow the instructions!
<a href="#"><u>Task 2: Color Exercise</u></a>	You will be creating a PowerPoint presentation or an InDesign document on colors and their characteristics. Click on the link to the left and follow the instructions.
<a href="#"><u>Task 3: Color Project</u></a>	You will be researching a specific color using various resources. You will create a PowerPoint presentation or a color brochure using Adobe InDesign to present the research you found. Click on the link to the left and follow the instructions.
<a href="#"><u>Task 4: Color Movie</u></a>	You will be researching a specific color using various resources. You will create a movie to present the research you found. Click on the link to the left and follow the instructions.
<a href="#"><u>Task 5: Interdisciplinary Project</u></a>	Publications and Decorating Spaces/Inside the Fashion Industry will jointly research a color and create a brochure, magazine feature article or newsletter on their findings. Students will be using the Internet and various books to research and PageMaker to create their project.

## IDIOMS

1.	_____ - blooded (hearty, healthy)
2.	_____ chip stocks (solid, profitable)
3.	_____ thumb (good gardening abilities)
4.	to turn _____ with rage
5.	_____ press (unscrupulous, sensational journalism)
6.	_____ areas (shadowy areas or concepts that lack specificity)
7.	_____ magic (good, kind)
8.	_____ magic (evil)
9.	to _____ bag (to bring your lunch)
10.	_____ - neck (low class, uneducated)
11.	_____ with envy
12.	singing the _____ (songs with melancholy lyrics)
13.	_____ lies (falsehoods for a higher purpose)
14.	seeing things in shades of _____ (with an open-mind)
15.	to be _____ (cowardly)
16.	_____ points (credit gained by flattering someone)
17.	to be in the _____ (making a profit)
18.	_____ around the gills (sick)
19.	feeling _____ (sad, depressed)
20.	_____ tape (a mire of details)
21.	to put someone on a _____ list (a list of undesirable, rejected people)
22.	_____ matter (the brain)
23.	to have a _____ streak (cowardly)
24.	_____ collar worker (professional, upper class)
25.	to _____ nose (to flatter someone for personal gain)
26.	_____ laws (puritanical conduct laws)
27.	_____ behind the ears (immature)
28.	to be caught _____ - handed (with evidence)
29.	_____ - bellied (derogatory, cowardly)
30.	to _____ wash (cover up)
31.	_____ sheep (a member of a family or group who is a disgrace)
32.	_____ ticket item (a special item)
33.	_____ alien beings
34.	_____ collar worker (laborer)

35.	little _____ book (an address book listing special people)
36.	to be in the _____ (in debt)
37.	_____ ball (cast a negative vote against someone)
38.	_____ blood (aristocratic)
39.	a _____ letter day (a fantastic day)
40.	_____ streak (fast movement)
41.	_____ list (a list of persons who are disapproved of and are to be punished)
42.	_____ lightning (fast movement)
43.	_____ market (illicit trade in goods)
44.	_____ book (a publication listing car prices)
45.	out of the _____ (unexpected)

## COMMUNICATING WITH COLOR

DIRECTIONS: In the two columns below are a list of colors and a list of characteristics.

PowerPoint Exercise: Your task is to redesign the [Communicating with Color PowerPoint](#):

1. Redesign slide one. Use your own background and include the following information:
  - Name
  - Graphic Arts
  - Date
2. On each color slide:
  - Use the color name as the title of the slide( Be creative in designing your title)
  - Add the cultural meaning of the color in two different countries (other than the United States)
  - Create a background
  - Add picture(s) that represent the color

InDesign Exercise: Open the InDesign document "[Color Exercise](#)" and do the following:

1. —Show layers
2. —Click on a color layer to make it active and click to show layer.
- 3.—Change the transparency of the layer to 50%.
4. —Type the color as the title of the active layer.
5. —Type a bulleted list of the corresponding characteristics of the color.
- 6.—Type a one word description of what the color means to you. Use the Control Palette to angle/rotate the words.
- 7.—Add a picture/graphic to represent the color. Make sure they are transparent.

COLORS	
Red	Green
Pink	Purple
Orange	White
Yellow	Black
Brown	Gray
Blue	

CHARACTERISTICS		
Money, earthy, nature, freshness	Hottest of all colors, warmth, energy	
Power, sophistication, depression	Purity, cleanliness, newness	Youthful, insecure, soft
Earth, comfort, reliability	High energy, excitement, anger, speedy	Happy, cowardice, luminosity
Neutrality, futurism, technology, dreariness	Regal, spiritual, majestic	Conservative, trustworthy, calm

## COMMUNICATING WITH COLOR EXERCISE RUBRIC

Print and attach to your Indesign and Powerpoint Documents

CATEGORY	Points Available	Not Evident	Good	Very Good	Excellent	Points Received
Text  Use of animated/fancy titles  Bullets	40					
Music and Presentation  Custom animation, slide transition, music, etc.	40					
Graphics  Use of graphics, backgrounds, clipart and photos clearly represent the meaning of each color	40					
Creativity  How original and innovative is the work?  How well does the student apply his/her own problem solving skills?  How well did the student create a professional presentation?	40					
TOTAL NUMBER OF POINTS:---->	160					

## COLOR PROJECT - Part I

You are to research and create a PowerPoint presentation on how the color you are assigned affects categories listed below. Find pictures to use as backgrounds or to display on your slides that depict the message you are trying to convey. An example would be using an ocean to show calmness with the color blue. Find music that depicts the message you are trying to convey. You will be asked to present your PowerPoint presentation to the class.

Remember your title slide should include:

A Presentation By  
Your Name  
Course Name  
Date

For the following categories, also consider different shades of the color you are assigned. For example: Yellow-Gold; Gray-Silver; Green-Lime; Pink-Bright Pink

<b>Advertising</b> Choose 5 color swatches	<b>Products/Packaging</b> of products
<b>Web Design</b> Choose 3 web sites that use that color	<b>Fashion</b>
<b>Personality</b> People who have this as a favorite color are _____  People who dislike this color are _____  <a href="http://www.decoratingsecrets.net/color.html">http://www.decoratingsecrets.net/color.html</a>	<b>Psychology / Perceptions</b>
	<b>Cultures</b> (both in the United States and the World)
<b>Ergonomics</b> (room color, computer screen color, furniture, bridges, etc.)	Any other research you find that you feel is important to include in your presentation (i.e. art, visual merchandising, cartoon characters, buildings, energy consumption, etc.)
<b>Sports Teams</b>	Words that are associated with the color
<b>Language</b> -both good and bad	

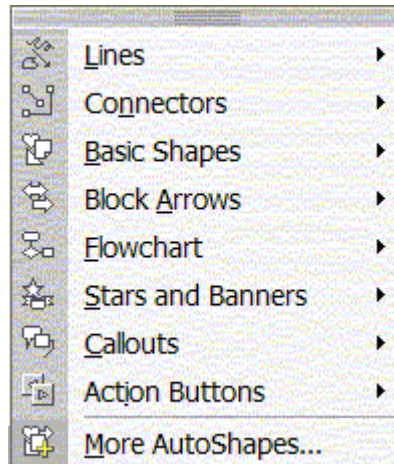
## Color Project - Part II

You are also to create a short movie using Adobe Premiere. Use graphics/pictures and one word or short phrases to convey the meaning of your color.

Be sure to use the following:

1. Borders around pictures or pictures in auto shapes.
2. Format bullets.

3. Draw --> AutoShapes  
Don't forget using 3D and/or shadows



4. Transparent backgrounds over pictures for text where needed.
5. Word Art, Flaming Text, Cool Text

### Titles

- Flaming Text Online Graphic Generator  
<http://www.flamingtext.com>
- Cool Text Online Graphic Generator  
<http://www.cooltext.com>
- Cool Archive Online Logo Maker  
<http://www.coolarchive.com/logopen.cfm>
- 3D Text Maker (Media Builder): Create animated text logos.  
<http://www.3dtextmaker.com>

### Pictures

- <http://www.agefotostock.com>
- <http://office.microsoft.com/clipart/>
- <http://microsoft/default.aspx>
- <http://www.photostogo.com/default.asp>
- <http://www.wonderfile.com/?affid=gdusa>
- <http://www.allposters.com/>

### Animations

- <http://www.art-tlc.com/bgground.html>
- <http://webclipart.miningco.com/cs/msub3ana/>  
A list of sites for animated backgrounds.
- <http://webclipart.about.com/cs/msub2/index.htm>  
A list of sites for animated images.
- Best Animations.com  
<http://bestanimations.com/>
- Animation Library  
<http://www.animationlibrary.com/a-l/>
- Animations  
<http://www.fg-a.com/animals1.shtml>



### Movie Rubric

CATEGORY	Points Available	Points Received
<p>Flow and continuity of Movie</p> <ul style="list-style-type: none"> <li>Total time for movie must be no less than 2 minutes and no more than 3</li> <li>Is there a clear set plan for the movie?</li> <li>Does the movie clearly convey and explain what it is about? or Is it just a bunch of pictures that go from one tract to the next?</li> <li>Did you include your storyboard?</li> </ul>	40	
<p>Text (minimum of 6 identifying words)</p> <ul style="list-style-type: none"> <li>Are they clear and easily read?</li> <li>Is the font large enough for ease of reading?</li> </ul>	10	
<p>Motion/Transitions</p> <ul style="list-style-type: none"> <li>Was motion used effectively or just to make the viewer dizzy?</li> <li>Do the transitions go in the right direction?</li> </ul>	20	
<p>Use of Video Effects</p> <ul style="list-style-type: none"> <li>Are video effects used in the video?</li> <li>Are the video effects appropriate to the movie?</li> </ul>	20	
<p>Use of the Video 2 track</p> <ul style="list-style-type: none"> <li>Is text used over video/pictures?</li> <li>Is there an effective use of opacity?</li> <li>Is the movie fading in and fading out correctly?</li> </ul>	15	
<p>Sound/music</p> <ul style="list-style-type: none"> <li>Is the music appropriate to the movie?</li> <li>Is the use of sounds and music clear and easy to understand?</li> <li>Is the music faded out in the end?</li> </ul>	15	
<p>Use of graphics, video, pictures, scanned images</p> <ul style="list-style-type: none"> <li>Are the graphics clear?</li> <li>Are the graphics appropriate to the message of the movie?</li> <li>Were animations or graphic text (flamingtext.com as an example) used?</li> <li>Was Photoshop used to enhance pictures?</li> <li>Is the crop effect used to cut out unneeded text?</li> </ul>	50	
<p>Creativity</p> <ul style="list-style-type: none"> <li>How original and innovative is the work?</li> <li>How well does the student apply his/her own problem solving skills?</li> </ul>	40	
<p>Information Presented</p> <ul style="list-style-type: none"> <li>Did you include sufficient information to portray the meaning of color?</li> </ul>	10	
<p>Attitude/Participation</p> <ul style="list-style-type: none"> <li>Did the student show a positive attitude throughout the project?</li> <li>How well did the student handle classroom responsibilities?</li> <li>Did the student use time wisely?</li> </ul>	30	
<b>TOTAL NUMBER OF POINTS:--□</b>	<b>250</b>	

# InDesign Color Brochure

You are to research and create a color brochure on how the color you are assigned affects categories listed below. Find pictures to use as backgrounds or to display on your brochure that depict the message you are trying to convey. An example would be using an ocean to show calmness with the color blue.

Be sure to use the following:

## Color Resources

1. Borders around pictures.
2. Creativity
3. InDesign Special Features
4. No more than 3 different font families.
5. Text should be easy to read and the overall appearance of your brochure should be professional.

Use concepts taught in the following tutorials:

- Working with Images
- Fun Intro to InDesign
- Working with Styles in Adobe Photoshop
- Photoshop Actions

### Tips to keep in mind when designing your brochure!

- Use color to focus attention on your main points and to improve the perception of quality.
- Avoid trying to jam too much information into a small space. In good brochure design, less is more.
- Don't overlook the value of white space to bring a clean look to your design and to help accentuate key points.
- For readability, consider using a serif type for body copy. Studies have shown that serif type is easier to read. Sans serif type is good for headlines and subheads.
- Limit the number of font families you use. Don't use more than 3 font families in your brochure project.

Source: American Speedy Printing Centers

<http://afterchaos.com/articles/index.php?ID=visualarchitecture>

<http://www.creativebehavior.com/index.php?PID=105>

## INTERDISIPLIARY

Publications and Decorating Spaces / Inside the Fashion Industry will jointly research a color (using the categories listed below) and create a brochure or write a feature story on their findings. Students will be using the Internet to research and PageMaker to create their project. Find pictures to use as backgrounds or to display on your brochure that depict the message you are trying to convey. An example would be using an ocean to show calmness with the color blue.

Be sure to use the following:

1. Borders around pictures.
2. Format bullets.
3. Draw --> AutoShapes
4. No more than 3 different font families.
5. Text should be easy to read and the overall appearance of your brochure should be professional.

Use all concepts taught in the following tutorials:

- Masking and Grouping

<http://www.in-visions.net/PowerPoint/Masking%20and%20Grouping.htm>

- Images and Microsoft Photo Editor

<http://www.in-visions.net/PowerPoint/Working%20with%20Images%20and%20PhotoEditor.htm>

Check out the following:

- Brochure Design Tips

[http://www.in-visions.net/resources-1.htm#Brochure Design](http://www.in-visions.net/resources-1.htm#Brochure%20Design)

Tips to keep in mind when designing your brochure!

1. Use color to focus attention on your main points and to improve the perception of quality.
2. Avoid trying to jam too much information into a small space. In good brochure design, less is more.
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Source: American Speedy Printing Centers

<http://afterchaos.com/articles/index.php?ID=visualarchitecture>

<http://www.creativebehavior.com/index.php?PID=105>

## RESOURCES

### COLOR LINKS

An extensive amount of information on each color including cultural meanings.

<http://www.squidoo.com/colorexpert>

[All About the Color Blue](#)

[All About the Color Yellow](#)

[All About the Color Orange](#)

[All About the Color Red](#)

[All About the Color Purple](#)

[All About the Color Pink](#)

[All About the Color Brown](#)

[All About the Color Gray](#)

[All About the Color Black](#)

[All About the Color White](#)

[http://en.wikipedia.org/wiki/Color\\_symbolism\\_and\\_psychology](http://en.wikipedia.org/wiki/Color_symbolism_and_psychology) A wealth of information on each color with additional links

[Cultural Meanings of Color-Link 1](#)

[Cultural Meanings-Link 2](#)

[http://en.wikipedia.org/wiki/Color\\_symbolism\\_and\\_psychology](http://en.wikipedia.org/wiki/Color_symbolism_and_psychology) -Link 3

<http://www.in-visions.net/Resources.htm>

THE VOICE OF COLOR®

 PITTSBURGH® PAINTS

[Color-Psychology](#)

[Color-Symbolism](#)

[Ergonomics-Decorating with Color](#)

Also a wealth of other information!

[Color of the Month](#)

Color featured changes every month!

	<u>Behr Paints Color Smart workbooks and suggestions!</u>	<u>Meanings and Effects of Color</u>	
<u>Quick Color Reference Cards</u>		<u>Cultural Meanings of Color</u>	
<u>Web Design and Color</u> <u>Additional Info Web Design</u>		<u>Color Matters Web Site</u>	
<a href="http://www.glidden.com/colors/color.jsp">http://www.glidden.com/colors/color.jsp</a>			<u>Culture</u>
<u>Color Marketing</u>		<u>Symbolism of Colors</u>	
<u>Pantone Color Site</u>  Includes articles on fashion, interiors, product design, etc.		<u>Color Personality</u>	
<u>Color Designer</u>		Historical and Cultural Meanings <a href="http://webexhibits.org/pigments/indiv/color/reds2.html">http://webexhibits.org/pigments/indiv/color/reds2.html</a>	
<u>Color, Contrast and Dimension in Design</u>		<u>What Color Means</u>	
<u>Color and Fashion</u>		<u>Color Psychology-Source 1</u> <u>Psychology of Color-Source 2</u>	
<u>The Psychology of Color and Internet Marketing</u>		<u>More Psychology of Color, etc.</u>	
<u>Sixties Color Combinations</u>		<u>Color Meaning</u>	
<u>Understanding Images: A Guide to Color Formats</u>  Choose the right color for your Web or print project		<u>Color Mood Test</u>  Information to help you understand how color affects your mood.	
<u>Standard Sign Colors and Their Meanings</u>		<u>Color Theory Basics</u>	

# GRAPHIC LINKS

The following are some graphic sites that you will find useful for your project. These are just a few examples of graphic sites. Use search engines to search for additional sites.

	<a href="http://office.microsoft.com/clipart/default.aspx">http://office.microsoft.com/clipart/default.aspx</a>
	<a href="http://www.sosidea.com/links.htm">http://www.sosidea.com/links.htm</a> A list of graphic links!
	<a href="http://www.picfindr.com/">http://www.picfindr.com/</a> As a quote from their website: "PicFindr searches the web* for stock photography that is completely free to use commercially."
	<a href="http://www.agefotostock.com">http://www.agefotostock.com</a>
	<a href="http://www.photostogo.com/default.asp">http://www.photostogo.com/default.asp</a>
	<a href="http://www.wonderfile.com/?affid=gdusa">http://www.wonderfile.com/?affid=gdusa</a>
	Create text titles using: <a href="http://www.flamingtext.com">http://www.flamingtext.com</a>
	Create text titles using: <a href="http://www.cooltext.com">http://www.cooltext.com</a>
	<a href="http://www.photolib.noaa.gov/collections.html">http://www.photolib.noaa.gov/collections.html</a>



<http://www.visualparadox.com/>

A great link for falling objects and glitter text on your web

<http://www.blinkyou.com/fall.php>

<http://glitter.blinkyou.com/glittermaker/>

A great link to try to create backgrounds, buttons, logos, etc.

<http://www.grsites.com/textures/>

Animated Backgrounds

<http://www.art-tlc.com/bground.html>

Animated Backgrounds Sites

<http://webclipart.miningco.com/cs/msub3ana/>

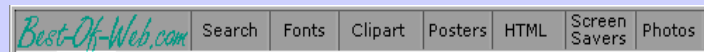
A list of sites for animated backgrounds.



<http://www.graphiccastle.com/index.html>



<http://www.geocities.com/ResearchTriangle/Lab/5589/gifs0.html>



<http://www.best-of-web.com/index.shtml>

*Stock Photography, Wallpaper, Greeting Cards* **PicturesOf.NET**

<http://www.picturesof.net/>

**FreeFoto.com**

<http://www.freefoto.com/>

[http://www.graphicsring.com/cgi-bin/rings/  
list.pl?ringid=grfx21;siteid=1](http://www.graphicsring.com/cgi-bin/rings/list.pl?ringid=grfx21;siteid=1)

**Barry's Clipart Server**

[CLICK HERE for tons of FREE clipart & animations at  
CLIPART.COM](#)

<http://www.barrysclipart.com/>



<http://www.ditto.com>

A filtered picture search site!

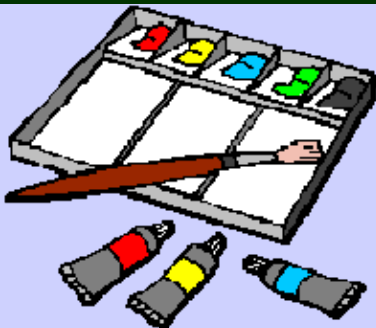
**BEST**  
Animations

<http://www.bestanimations.com/>

gif**ART**

<http://www.gifart.com/>  
Clipart and animations

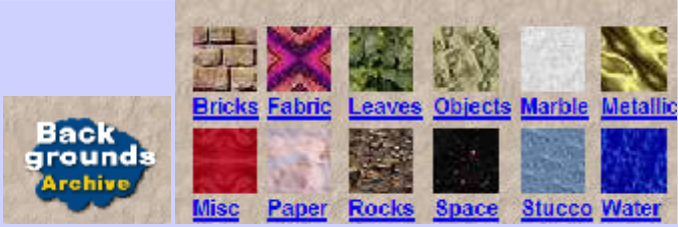






<http://www.gifart.com/graphictips.shtml>  
Graphic Tutorials



<http://www.grsites.com>

A list of sites for backgrounds and textures arranged by color.



	<a href="http://www.backgroundsarchive.com/index.php">http://www.backgroundsarchive.com/index.php</a>
	<a href="http://www.internet4classrooms.com/graphics.htm">http://www.internet4classrooms.com/graphics.htm</a>
	<a href="http://www.graphiweb.com/graphics/graphics.htm">http://www.graphiweb.com/graphics/graphics.htm</a>
	<a href="http://www.ender-design.com/rg/backidx.html">http://www.ender-design.com/rg/backidx.html</a>
	<a href="http://www.mongoose.force9.co.uk/graphics">http://www.mongoose.force9.co.uk/graphics</a>
	<a href="http://windyweb.com/cgibin/imageFolio.cgi?direct=Backgrounds">http://windyweb.com/cgibin/imageFolio.cgi?direct=Backgrounds</a>
	<a href="http://solo.abac.com/streamrdr/tiles/tiles.html">http://solo.abac.com/streamrdr/tiles/tiles.html</a>  <a href="http://solo.abac.com/streamrdr/borders/borders.html">http://solo.abac.com/streamrdr/borders/borders.html</a>
	<a href="http://graphicdesign.about.com/library/map/blclip.htm?terms=graphics">http://graphicdesign.about.com/library/map/blclip.htm?terms=graphics</a>

## EVALUATIONS

<u>Task 1: Color Idioms</u>	<p>You will work on this worksheet individually. Your grade will be based on the completion of the worksheet and your participation in class.</p>
<u>Task 2: Color Exercise</u>	<p>You will work on this simple PowerPoint presentation individually. Your grade will be based on the completion of the exercise, and your participation in class.</p> <p><a href="#">Click here for the Rubric</a></p> <p><a href="#">Sample Color Exercise</a></p>
<u>Task 3: Color Project</u>	<p>The rubric below will be used to evaluate your color project.</p> <p><a href="#">Click here for the Rubric</a></p>
<u>Task 4: Color Movie</u>	<p><a href="#">Rubric</a></p>
<u>Task 5: Interdisciplinary Project</u>	<p><a href="#">Click here for the Rubric</a></p> <p><a href="#">Sample Color Brochure</a></p>

This web quest never ends. Now that you have completed the three tasks in this web quest, there are a few questions to be considered.

Question 1: In preparing a PowerPoint presentation for other classes, are the background colors you choose important? Why?

Question 2: Why is color choice important to your school's web site?

Question 3: In designing a brochure for a club in your school, is color important? Why?

These questions are the first of many. Next time you do an assignment for another class; think carefully about the colors you choose.

The goal of this web quest was to create a database of information on eleven different colors. Check out the presentations that are stored in a central location for you to access when you are doing various projects where color choice is important.