

Color Meanings

Objective:

Colors have meaning/symbolism. This knowledge can be beneficial both personally and professionally.

Use of:

Google Docs, Websites

Intended Outcome:

Knowledge of associated meanings related to color, career impact, career discovery, personal growth

Follow Up:

Students will be more concise when designing future projects.

Select All (Ctrl+A) and Copy this worksheet to a new Google Docs. Once copied, fill out and then share your results with me (pungohs@gmail.com).

What is your favorite color? Explain why.

1. Identify colors and their associated meanings.

Black	
Blue	
Brown	
Green	
Orange	
Pink	
Purple	
Red	
White	
Yellow	

2. Make a table to show groups and advantages of each color group.

Cool Colors

Colors in group	Advantages

Warm Colors

Colors in group	Advantages

Mixed Cool/Warm Colors

Colors in group	Advantages

Neutral Colors

Colors in group	Advantages

3. How can knowing the color wheel be beneficial?

Classification	Beneficial Usage
Complementary Colors	
Adjacent Colors	
Complementary Colors	

4. Imagine that you were a designer, does it matter which color you use if you had different demographics you were planning to target?

Demographic	Colors to use
Youth	
Elderly	
Professionals	
Female	
Male	

5. Do some research to evaluate how businesses have used this knowledge to promote themselves.

Business Name	How they have used color?

6. Imagine that you were a **graphic designer**, state two ways how this knowledge helps them?

Example	Support

7. Imagine that you were an **interior designer**, state two ways how this knowledge helps them?

Example	Support

8. Imagine that you were a *fashion designer*, state two ways how this knowledge helps them?

Example	Support

9. Find at least one other career where knowing meanings of colors is important.

Career	How is knowledge helpful?

10. Do you know that there is a correlation between colors and your potential career? Take the quiz.

When completed do not put in your email address!

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

When completed, fill in table by listing the first category and give me your thoughts on whether or not you agree with the findings.

Occupational Category	Your Thoughts

11. Now that you know a little about color, tell me a color you would wear to an interview and why.

Color to Wear	Your Thoughts

12. Take the color quiz and give me your results.

<http://desktoppub.about.com/library/quizzes/blcolormatching.htm>

Your Results