**Purpose:** To use the Internet to research information on the nature of color and color harmonies, to discuss the psychological implications of color, and to describe and discuss other areas that color affects our lives (Fashion, personal products, automobiles, etc.).

**Instructions:** Using the internet sites provided, complete the questions below. Use the links provided on my website to find your answers.

People have many different responses to color. Different colors may have different meanings in different countries. Use the **Color Matters** website (http://colormatters.com/) to explore the psychology of color. Use the link Color Psychology (on the left) to complete this worksheet.

1. Colors often carry both positive and negative implications. Complete the chart below.

<table>
<thead>
<tr>
<th>Color</th>
<th>General Meaning</th>
<th>Unique Cultural Meanings</th>
<th>How it Affects Vision/Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purple</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pink</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Click the link, then find the link to **Symbolism link** (on the top). Finally, click on the link for **Color & Culture Matters**. Use this site to answer the following questions.

Based on the information given, why wouldn’t it be appropriate for a bride in China to wear white? What would her parents do if a bride chose a white wedding gown?

Which countries is “green” considered sacred?

What is said about green?

What happens when angry prisoners are put in a pink jail cell? (click the link for Drunk Tank Pink)

3. Click **Color & the Body** link (http://colormatters.com/color-and-the-body)

Which color helps to suppress your appetite? Why does it work?

4. Click **Effects on Vision** link, then click **Color and Vision Matters** (http://colormatters.com/color-and-vision/color-and-vision-matters)

How many colors can the human eye see?
Which color is the most fatiguing color?

Which color is the most cheerful?

What happened when the chickens saw red?

Take the Color Blindness Test
Click on begin. Report how you did at the end of the test…..

5. Click Color & Marketing link, then click Color & Trademarks link (http://colormatters.com/color-and-marketing/color-and-trademarks).

What percentage of visual information is related to color?

Businesses are now bringing color trademark infringement lawsuits against other companies. What would happen if the courts allowed companies to “copyright” colors like blue, red, or rainbow/multi-colored stripes?


There are situations where businesses do own a trademark on special colors that have been designed for their brand identity. Name three companies and their products that successfully own the trademark for their colors 1. 2. 3.

7. Click Fun Color Facts (found on the left navigation links.) Find the answers to the following questions

What is the top color choice of toothbrushes in America? (Factoids 2)

Read the different facts about colors. Why were the 5 colors chosen for the Olympic logo? (Factoids 3)

What were the meanings of the colors chosen by the Congress of Confederation when they designed the Great Seal of the United States in 1782? (Factoids 4)

8. Find the link for Color Basics (http://www.worqx.com/color/color_basics.htm.) Use this site to answer the following questions.

What is an after image?

(Click on the link on the left side)