

Name _____

Date _____

Period _____

Color Psychology Project

Click the following link, [Effects of color on how we think and feel](#), then find the link to [Color and culture matters](#). Use this site to answer the following questions.

1. 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? _____

2. Click <http://www.colormatters.com/body.html>. What is mentioned about food and the color blue? _____

3. Click <http://www.colormatters.com/vision.html>.

How many colors can the human eye see? _____

How does color affect/influence brand identity? _____

4. Click <http://www.colormatters.com/optics.html>

Which color is the most fatiguing color? _____

Which color is the most cheerful? _____

What happened when the chickens saw red? _____

5. Use this web site: http://www.colormatters.com/factarch_2001.html

Go to Color Factoids. Read the different facts about colors. Why were the 5 colors chosen for the Olympic logo? (Factoids 2002) _____

6. What is the significance of the colors red and green at Christmas? (Factoids 2003)

7. What problem was discussed regarding contact lenses? Why is this a dangerous practice?

8. Click on http://www.logoorange.com/color/color_codes_chart.php

What are 4 Typical uses of colors in North America in logo design?

9. What was some important information you learned from this site? (you must complete this question!)
