

**COMPETENCY #8:** Identify social and emotional reactions to color.

**CONCEPT:** Colors we choose to wear can tell a lot about our mood, and our feelings. Color can create moods or set up to allow a person to respond or feel a certain way.

**PREPARATION:**

Prepare ahead of time visual aids to help set the stage for the emotional feelings created by color. Some ideas: dress in all black, note student reactions as they come in to class. Discuss your findings with the class.

Dress in all red, note student reactions as they come into class. Discuss your findings with the class.

Use fabric to drape students in and discuss feelings while in that particular color.

Use color spot lights, if available to create a "mood" of color, discuss feelings and emotions.

**MOTIVATOR**

Break students into groups by the colors they are dressed in, have each group brainstorm feelings for their color.

**LECTURE/DISCUSSION**

Information to use for discussion on impressions of colors:

RED is warm, advancing, strong, powerful, eye-catching, aggressive. It indicates danger, stop, fire, debt, anger, excitement.

BLUE is cool, receding, aloof, tranquil, passive, organized, harmonious, relaxed, restful, formal, sadness, lonely, spaciousness.

YELLOW is warm, advancing, happy, sunny, eye-catching, suggesting activity, flighty, cowardly, cheerful.

GREEN is cool, receding, calm, fresh, healthy, growing, orderly, friendly, nature, good fortune, jealousy and go.

ORANGE warm, advancing, happy, full of life, and vitality, eye-catching, exciting, danger, autumn warning.

VIOLET is cool, receding, aristocratic, regal, great wealth, high position, ceremonial dress for royalty and religious leaders.

BLACK is warm in that it absorbs light, cool as in shade, receding, sophisticated, older, heavy, somber, gloomy, dignified, death, wickedness, dignity, villain, financially solvent (in the black) mourning attire, judges robes, graduation robes, limousines, vampires, tuxedos.

WHITE is cooling in that it reflects light, advancing, peaceful, youthful, good, clean, virtuous, light, peace, purity, innocence, youth, heroism, white knight, white cowboy hat, health workers, food handlers.