
UNIT: Elements of Design

LESSON: Psychology of Color

COMPETENCIES:

Evaluate the psychological effects of color.

OVERVIEW/SUMMARY:

Color influences the tastes, sounds, smells and sights we see. Color also plays a big part in our personality and interactions with others.

MOTIVATOR:

Have students close their eyes and taste a jelly bean. Can they identify the taste without seeing the color?

OPTIONS/SUPPLIES:

OPTION 1

DISCUSSION: Present the teacher information "PSYCHOLOGY OF COLOR" to the class.

OPTION 2

FILM PRESENTATION: Show students the film "The Psychology of Color" and discuss the students' reactions. (Cal Hook, 1-800-422-HOOK, The Wagner Color Response Report, Emerling and Company, 574 Weddell Drive, Suite 9, Sunnyvale, California 94089.)

OPTION 3

WORKSHEET: Have students complete the worksheet "SENSES AND COLORS". It is interesting to see students' reactions to seasonal pictures colored with different colors. For example, color a Halloween picture in red and green, or a Christmas picture in orange and black.

OPTION 4

EXERCISE: Provide students with scented crayons and have them write their name and embellish it with three different colors. As they are working listen to their comments about the smell of the crayons. Do the smells mix together well? Discuss with the students how color affects their lives. For example, certain smells are often associated with certain colors. Some colors and smells are more comfortable than others. Today's lesson will deal with how colors are combined to create comfortable environments for people.

OPTION 5

DISCUSSION: Using the information "WHAT COLOR IS YOUR PERSONALITY?" let class members explore some of the basic ideas associated with color. Be sure to explain to the students that these types of evaluations are not scientifically valid, but merely give some indication as to the perceived personalities associated with specific colors. To begin this activity, hang pieces of different colored paper around the room. Have students sit in the area where their favorite color is hanging. Provide each group with a definition of the personality that is linked with the color of their choice. Let them discuss and validate the characteristics associated with the various colors.