



INTRODUCTION TO COLOURS

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COLOURS, FEELINGS, EMOTIONS AND CULTURES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

<https://technologystudent.com/mobapps/colour-smart1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1 YOUNG PEOPLE AND OLDER PEOPLE ARE INFLUENCED IN THEIR CHOICE OF PRODUCT, BY COLOUR. WHAT DO SURVEYS SUGGEST?

2 WHAT ARE PRIMARY AND SECONDARY COLOURS?

3 DRAW A COLOUR WHEEL AND EXPLAIN ITS USE.
Shade in colour

4 WHAT ARE COMPLIMENTARY AND TERTIARY COLOURS?

5 DRAW A TERTIARY COLOUR WHEEL
Shade in colour

HELPFUL LINK: <https://technologystudent.com/mobapps/colour-smart1.pdf>



COLOURS, FEELINGS, EMOTIONS AND ATMOSPHERE

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COLOURS, FEELINGS, EMOTIONS AND CULTURES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

<https://technologystudent.com/mobapps/colour-smart1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

DESIGNERS, COMPANIES AND MANUFACTURERS USE COLOURS CLEVERLY, TO PROMOTE CERTAIN FEELINGS / EMOTIONS ABOUT THEIR PRODUCTS. UNDERNEATH EACH NAMED COLOUR, WRITE THE WORDS THAT REPRESENT THE FEELINGS/EMOTIONS ASSOCIATED WITH THE COLOUR.

RED

GREEN

YELLOW

PURPLE

ORANGE

WHITE

BLACK

BLUE

2

DESCRIBE AN EXAMPLE WHICH DEMONSTRATES, HOW COLOURS CAN POTENTIALLY INFLUENCE, THE CHOICE OF A PRESIDENT.

HELPFUL LINK: <https://technologystudent.com/mobapps/colour-smart1.pdf>



COLOURS, BUILDINGS AND CULTURES

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COLOURS, FEELINGS, EMOTIONS AND CULTURES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

<https://technologystudent.com/mobapps/colour-smart1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

EXPLAIN HOW THE COLOUR SCHEME OF BUILDINGS, VARY FROM ONE REGION OF THE WORLD TO ANOTHER. INCLUDE IMAGES OF THE BUILDINGS YOU DESCRIBE AND INDICATE THEIR LOCATION.

2

DO YOU THINK THE COLOUR SCHEME OF SCHOOL CLASSROOM WALLS, INFLUENCES CONCENTRATION AND LEARNING?

HELPFUL LINK: <https://technologystudent.com/mobapps/colour-smart1.pdf>



COLOURS, CULTURES, ADVERTISING AND MARKETING

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COLOURS, FEELINGS, EMOTIONS AND CULTURES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

<https://technologystudent.com/mobapps/colour-smart1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

IN THE SPACE BELOW, PASTE IMAGES OF TWO DIFFERENT PRODUCTS, FOUND IN WESTERN / EUROPEAN CULTURE AND EASTERN /ASIAN CULTURES. THE IMAGES MUST SHOW HOW THE SELECTION OF COLOUR, VARIES FROM ONE CULTURE TO ANOTHER.

2

EXPLAIN HOW SOME COLOURS HAVE DIFFERENT MEANINGS, DEPENDING ON THE COUNTRY / CULTURE. INCLUDE EXAMPLES.

HELPFUL LINK: <https://technologystudent.com/mobapps/colour-smart1.pdf>



COLOURS AND SELLING PRODUCTS

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COLOURS, FEELINGS, EMOTIONS AND CULTURES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

<https://technologystudent.com/mobapps/colour-smart1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

RESEARCH A RANGE CONFECTIONARY PRODUCTS (PACKAGING). PASTE IMAGES BELOW, THAT REFLECT A BROAD PRICE RANGE. THEN LIST THE DOMINANT COLOURS ON EACH PACKAGE.

2

WHAT HAVE YOU LEARNT ABOUT COLOURS, FROM YOUR RESEARCH, DISPLAYED IN THE BOX OPPOSITE?



HELPFUL LINK: <https://technologystudent.com/mobapps/colour-smart1.pdf>



COLOURS AND ART MOVEMENTS

TO ANSWER ALL THE QUESTIONS YOU WILL NEED TO DOWNLOAD THE 'COLOURS, FEELINGS, EMOTIONS AND CULTURES' APP, FROM THE INTERACTIVE MOBILE APP SECTION OF www.technologystudent.com

LINK

<https://technologystudent.com/mobapps/colour-smart1.pdf>

Once you have downloaded the App, you can use it to navigate the website. You may need to follow the links on each page of the App, to research / complete answers to all the questions.

**ARE YOU READY?
USE THE MOBILE App!!**

1

PASTE BELOW, COLOURFUL IMAGES OF PRODUCTS, DESIGNED BY THE FOLLOWING THREE ART MOVEMENTS. DE STIJL, POP ART and THE MEMPHIS DESIGN MOVEMENT.

DE STIJL

POP ART

MEMPHIS

2

EXPLAIN THE USE OF COLOUR BY THE ART MOVEMENTS MENTIONED IN THE OPPOSITE BOX.



Handwritten lines for explaining the use of color by the art movements.

HELPFUL LINK: <https://technologystudent.com/mobapps/colour-smart1.pdf>