

# Color Connotations

- Do you know what a "connotation" is?
- First, go down the chart below of positive and negative words, and circle any words you think people in the class may not know. Your teacher will discuss them with you
- On the chart, write the color from the following list of colors that you think that word suggests and explain why. Each student may have different ideas.
- Later you will discuss the use of color on some posters.

## Color List:

RED	GREEN	BLACK
PINK	DARK BLUE	WHITE
ORANGE	LIGHT BLUE	GREY
YELLOW	PURPLE	

POSITIVE	YOUR COLOR CHOICE	EXPLAIN WHY
Optimistic		
Confident		
Exciting		
Formal		
Sophisticated		
Pure		
Clean		
Fresh		
Enthusiastic		
Neutral		
Balanced		
Cheerful		
Unusual		

# Color Connotations

Sensitive		
Hopeful		
Nurturing, caring		
Earthy		
Homely		
Peaceful		
Gentle		
Orderly		
Vital, lively		
<b>NEGATIVE</b>		
Lifeless		
Cold		
Clinical, analytical		
Mournful, sad		
Deceptive, tricky		
Superior		
Boring, tiresome		
Predictable		
Unimportant		
Aggressive		
Angry		
Threatening		
Bossy		

# Color Connotations



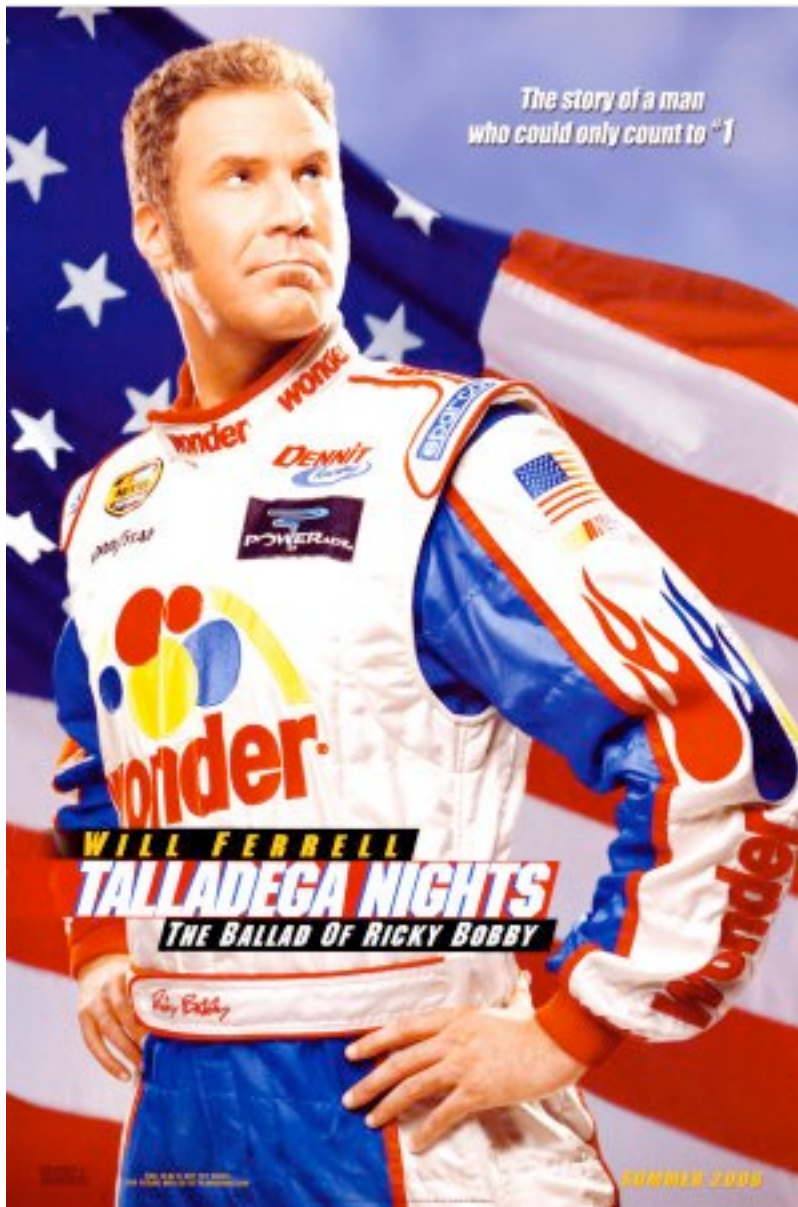
# Color Connotations



# *Color Connotations*



# Color Connotations



# Color Connotations



## Color and Human Response

Color	Response*
<b>Red</b>	Good for creative thinking, short-term high energy
<b>Green</b>	Good for productivity, long-term energy
<b>Yellow, Orange, Coral</b>	Conducive to physical work, exercising. Elicits positive moods
<b>Blue</b>	Slows pulse and lowers blood pressure; conducive to studying, deep thinking, concentration; accent with red for keener insights
<b>Purple</b>	Tranquilizing; good for appetite control
<b>Pink</b>	Restful, calming
<b>Light Colors</b>	All purpose; provide minimum disruptions across all moods and mental activity
<b>White</b>	Disrupting; like snow blindness--avoid

Source: Birren, Faber. (1978). Color and Human Response.

# Color and Human Response

## Choosing Color Schemes: Colors and Physiological Response (Abridged)

Color affects human beings on a variety of levels, including changes in our very body chemistry. For instance, the color red stimulates the body by raising the breathing rate, blood pressure, and heart rate, while light blue and dark green have the opposite effect.

### Other Physiological Color Responses

Imagine you're driving by a green field of grass with yellow wild flowers. You'll notice the yellow flowers more than the green grass, because yellow is the first color our eyes notice. However, bright yellows can cause feelings of turmoil and hostility in a cold climate.

Red is the strongest and longest-lasting color our eyes process. Red is like a cup of tea or coffee; it awakens the senses.

Light sky blue has a soothing effect on humans. This is because the pituitary gland releases tranquilizing hormones when we look at sky blue.

White suggests cleanliness and reflects the most light. It's the purest of all the colors and psychologically denotes respectability and attention to hygiene. Too much white will cause squinting and eyestrain, however, and it's uncomplimentary to pale-skinned people.

Gray is the only color that leaves no after image, gray instills creativity, imagination, and meditation.

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<http://ezinearticles.com/?Choosing-Color-Schemes:-Colors-and-Physiological-Response&id=4409p>

# A Summary of Visual or Graphic Features

Read and write about aural or visual materials (fiction and non-fiction)

## **Learning Outcomes:**

Static images are literally visual images that do not move. They include greeting cards, posters, slides, photographs, paintings, compact disc covers, comics, cartoons, charts, collages, models, dioramas, newspapers, and print advertisements.

Student will be able to:

- Demonstrate with supporting evidence understanding of ideas and/or techniques in aural or visual material with supporting evidence.

## **Assessment Criteria: Benchmarks from all 4 Clusters**

- Demonstrate, with supporting evidence, analysis of ideas and / or techniques and how they contribute to the meaning and purpose of the materials,

When presenting or evaluating something visually, students need to make the following choices:

<b>Layout /Use of space</b>	<p>-How the image is set out on the page - the overall form of the image when all the parts have been combined.</p> <ul style="list-style-type: none"><li>- The placement of elements in the overall image.</li><li>- How the elements are placed in relation to each other</li><li>- Use of white space which is critical in helping highlight graphics and illustrations, throwing them into relief and crating visual interest to convey a vivid message</li><li>- How headings should be highlighted</li><li>- Upper or bold formats tend to use more space, and italics generally use more space than underlining</li><li>- Use of borders within the page redefines its space according to the purpose, the audience and the desired effects</li><li>- White Space - where nothing is printed</li><li>-</li></ul>
<b>Shape</b>	<ul style="list-style-type: none"><li>- How the elements of the image fit together.</li><li>- How shapes in the image combine to achieve a particular effect for a purpose.</li></ul>

# A Summary of Visual or Graphic Features

<p><b>Color</b></p>	<ul style="list-style-type: none"> <li>- Uses range from mere decoration to the symbolic elements of color.</li> <li>- This can be used to attract attention to a certain point in a Static Image, or to create a mood. It can also be used to represent feelings or emotions.</li> <li>- Colors, whether described in words or shown in images, often have symbolic significance that contributes to meaning, e.g., red = blood/anger, black = evil/grief. but this depends on the culture (Feng Shue). The choice of colors, such as the use of primary colors (red, blue, yellow) and the intensity or brilliance of the color, all affect the impact of the image, and therefore, its effectiveness in communicating.</li> <li>- Local color refers to the natural color of an object (e.g., lemon = yellow)</li> <li>- In a monochrome, different tones of the one color, described as different hues or shades, are used.</li> </ul>
<p><b>Lettering/ P font, size, style, spacing,</b></p>	<ul style="list-style-type: none"> <li>- Can be displayed in various fonts / typefaces / styles and sizes depending on the message, the audience and intended stresses.             <ul style="list-style-type: none"> <li>- Use includes choices between upper and lower case, italic, bold and underlining.</li> </ul> </li> <li>- The style that the words have been written in. Look at the font, the color, the size, the layout and any variety within these (not the actual words themselves).</li> </ul>
<p><b>Depth</b></p>	<ul style="list-style-type: none"> <li>- An image can be two-dimensional (which has a 'flat' effect), or three-dimensional (which gives a sense of depth).</li> <li>- Although most static images are 2 dimensional, their effect may be three dimensional because of the impression of depth given by the placement of people, animals, objects, or words in the foreground in relation to the background "behind' them, sometimes referred to as depth of field</li> <li>- Depth of field enables relationships between the visual elements to be communicated to the viewer.</li> </ul>
<p><b>Proportion</b></p>	<ul style="list-style-type: none"> <li>- How the sizes of the different elements combine and compare.             <ul style="list-style-type: none"> <li>- This has relevance if particular elements need dominance in an image. \the size of the different elements, and the ways these sizes are combined will lead the viewer or reader to interpret them differently.</li> </ul> </li> <li>- Size, which is relative, will help determine the dominant image and concept.</li> <li>- The practice of using a variety of different sized objects within a static image. Proportion can be used to show relationships between objects, by showing one to be larger or more dominant than others.</li> </ul>
<p><b>Composition</b></p>	<ul style="list-style-type: none"> <li>• Composition is the process of organizing the forms, shapes, colors, and any words and so on into a balanced and rhythmical design.</li> <li>• Composition is based on conscious choices made with the purpose,</li> </ul>

# A Summary of Visual or Graphic Features

	<p>topic, and audience in mind. These choices influence our reading or viewing accordingly.</p> <ul style="list-style-type: none"> <li>• Composition involves selecting and ordering the visual elements and using space to achieve the appropriate effect and to communicate the originator's message.</li> </ul> <p>Source: "Exploring Language - A Handbook for Teachers", published for the Ministry of Education by Learning Media Limited, Crown Copyright 1996, and pp. 189 - 191.</p>
<b>Balance</b>	A satisfying arrangement or proportion of parts or elements.
<b>Technology Used</b>	What software was used to produce the artwork.
<b>Symbolism</b>	The use of signs to carry a message in a simple picture form. These can be: people used to symbolize particular parts of society or objects that symbolize characteristics in a character.
<b>Lighting</b>	How has the subject been lit? Is the lighting bright, or dim? Is the subject lit from above or below? What is the effect?
<b>Lines</b>	Straight or curved edges in a static image. Our eyes often use these to travel around within an image. For instance, a car placed on a road will be imagined traveling down that road.
<b>Frame</b>	Could be external (like a picture frame) or internal (used to separate elements within the image.) Sometimes white space is used to act as an internal frame.
<b>Paper</b>	Paper on which an image appears is a significant feature in itself. Weight of the paper, texture, is it opaque (lets light through), whether it is embossed or watermarked, glossy or flat, white or colored are all related to purpose, audience and the cost

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