**MAY ALMIGHTY ALLAH PROTECT US ALL FROM THIS PANDEMIC SITUATION**

**Department of Art & Design**

**IQRA National University**

**FINAL SEMESTER ASSIGNMENT SPRING 2020**

Course Code: FC-121 Program: BFD, BTD, BID

Course Title: Color Study Module: Semester 1

Prerequisite: None Total Marks: 40

Instructor: Faiza Hassan

Student ID: \_\_16968\_\_

Note: Attempt all questions:

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| **Q. No.** | **Part** | **Question** | **Marks** |
| 1. | a)  b)  c)  d)  e)  f)  g)  h)  i)  j) | **Fill in the blanks:**  \_**Artists**\_ used colors for experimentation.  Adjacent colorson color wheel are \_**analogous** **colors**\_.  Massive success in our business, career and personal life through knowledge of color \_**psychology**\_.  Color intensity is also known as \_**saturation**\_.  \_**Long**\_ wavelengths are detected sooner by our eyes.  In market place color plays a role of \_**silent**\_ sales person.  \_**Color**\_ benefit our mental and physical welfare.  The chart that shows the relationship of different colors to each other is called the \_**color wheel**\_.  \_**RGB**\_ color model is used in computers, television and theater.  Vivid or bold colors in nature depict \_**warm**\_ colors. | 10 |
| 2. | **(A)**  **(B)**  **(C)** | Difference between color of light and color of pigment?  **COLOR** **OF** **LIGHT**:  1.The color model that display light is known as additive color model.  2. Color of additive model is perceived by transmitted light.  3. This model use light to display its color.  4. The most common color model of color of light is RGB color model.  5. RGB model where refer to red, green and blue light that creates a white light when combined.  **COLOR** **OF** **PIGMENT**:  1.The color model that display color of pigment is known as subtractive color model.  2. Color of subtractive model is perceived by reflected light.  3.This model uses print inks and pigments to display its color.  4. Its most common color model is called CMYK color model.  5.This model use cyan, magenta, yellow and black colors.  -----------------------------------------------------------------------  Explain properties of color with examples?  Following are the properties of color,  **HUE**: It is defined as the actual color i.e. red, yellow and blue.  **INTENSITY**: The saturation of a color is known as the intensity of the color. The high saturation colors are used to describe something important in a picture where as low intensity is used for background and secondary info.  **TONE/VALUE**: The lightness or darkness of a color is known as its tone. By adding white to a hue makes the color light which is called as tint and adding black to a color make it darker which is said to be shade.  -----------------------------------------------------------------------  What is color psychology?    **COLOR** **PSYCHOLOGY**: Color psychology is the science that explains the connection between colors and the psychology of people.  Color has power, if a person know color psychology, then one must have a great impact of it on their career, business and personal life.  As colors have a great impact on our mental and physical states, color psychology has a massive role in our lives.  The effects that colors leave on people`s psychology are vast then a person can imagine,  **FOR** **EXAMPLE**: Every color has a positive and negative impact on us, i.e.  Red color refers to strength, courage and excitement whereas it also implies aggression and anger.  Blue color indicates calmness, coolness, trust and intelligence but shows unfriendliness and detachment as negative side.  ----------------------------------------------------------------------------- | 15 |
| 3. | a)  b)  c)  d)  e) | **Choose the correct answer:**  Key color in color models. **black**  (red, green, black)  Discourage aggressive and impulsive behaviors. **cool**  (achromatic, cool, primary)  The powerful color as a longest wavelength. **red**  (orange, black, red)  Sharp contrast of colors. **warm**  (monochrome, complementary, warm)  Color associated with royalty since ancient times. **purple**  (purple, blue, green) | 5 |
| 4. |  | Draw color wheel in which you have to show primary, secondary and tertiary colors with tints and shades | 10 |