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

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Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.		**Fill in the blanks:**	10
	a)	**Newton** used colors for experimentation.	
	b)	Adjacent colors on color wheel are **analogous colors**.	
	c)	Massive success in our business, career and personal life through knowledge of color **psychology**	
	d)	Color intensity is also known as **hue**.	
	e)	**Visible light** wavelengths are detected sooner by our eyes.	
	f)	In market place color plays a role of **good** sales person.	
	g)	**Colors** benefit our mental and physical welfare.	
	h)	The chart that shows the relationship of different colors to each other is called the **color wheel**.	

	i)	**Additive** color model is used in computers, television and theater.	
	j)	Vivid or bold colors in nature depict **bright** colors.	

2.	**(A)**	**Difference between color of light and color of pigment?**
		Difference between light and color of pigment:-
		Light colors:-
		   I. Light is additive color: You add colors to get to white. Your "Primary colors" from which you get all other colors are Red, Green, and Blue.
		  II. When you blend red, green, and blue light, you see the appearance of white light.
		 III. Notice that between RGB, you can see Cyan, Magenta, and Yellow, and then you get to the center with white light.
		 Color of pigment:-
		   I. Pigments are the reverse, subtractive color: You subtract colors to get to white. The Primary colors here Cyan, Yellow, and Magenta.
		  II. When you blend cyan, yellow, and magenta, you get closer to black.
		 III. Notice between them, we can see our old primary colors Red, Green, and Blue, and in the center is black.
		_____
			15

	(B)	**Explain properties of color with examples?** **Properties of colors:-** Color itself has three primary qualities: Hue, Chroma, and Value, also known as Hue, Saturation and Lightness. # Hue:- Hue describes the wavelength of the color. Human eyes can only process a tiny region of the electromagnetic spectrum; we call this visible light. Each hue contains the entire array of wavelengths found in visible light, but one will be more dominant than the others which creates a distinct hue. Hue is the base color. **Example:-** The colors azure, cerulean, sapphire and aquamarine. While they each have their distinct properties, they are of a **blue hue**.	

	(C)	**Chroma/Saturation:-** Chroma, more often called saturation, refers to the intensity and purity of a hue. A hue will be most vivid in its natural state at 100% saturation. You can decrease the intensity of a hue by adding gray. Every increment of gray adjusts the tone of the pure hue. You can also de-saturate a hue by adding its complementary color. **Example:-** if we take a swatch of red and add a small amount of cyan (red's complementary color), the grayer the red will become _____ **What is color psychology?** **Color psychology:-** Color psychology is the science that explains the connection between colors and the psychology of people. Marketing and advertising are well-known for utilizing color psychology Color is consistently used in an attempt to make people hungry, associate a positive or negative tone, and encourage trust, feelings of calmness or energy, and countless other ways.	
3.		**Choose the correct answer:**	5
	a)	Key color in color models. **(black)** (red, green, black)	
	b)	Discourage aggressive and impulsive behaviors.**(cool)** (achromatic, cool, primary)	
	c)	The powerful color as a longest wavelength.**(red)** (orange, black, red)	
	d)	Sharp contrast of colors. **(warm)** (monochrome, complementary, warm)	
	e)	Color associated with royalty since ancient times. **(purple)** (purple, blue, green)	
4.		Draw color wheel in which you have to show primary, secondary and tertiary colors with tints and shades	10