## FINAL SEMESTER ASSIGNMENT SPRING 2020

Course Code: FC-121
Course Title: Color Study
Prerequisite: None
Instructor: Faiza Hassan

Program: BFD, BTD, BID
Module: Semester 1
Total Marks: 40

Student ID: 16931

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. <br> c) <br> Massive success in our business, career and personal life <br> through knowledge of color Psychology. <br> d) | Color intensity is also known as Saturation. <br> 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 <br> each other is called the Color Wheel. |  |  |


| i) | j) | Additive color model is used in computers, television and <br> theater. <br> Vivid or bold colors in nature depict Bright colors. |  |
| :---: | :---: | :--- | :--- |
| 2. A) | (Bifference between color of light and color of pigment? <br> Pigments are chemicals that absorb selective <br> wavelengths-they prevent certain wavelengths of light <br> from being transmitted or reflected. Because paints contain <br> pigments, when white light (which is composed of red, <br> green, and blue light) shines on colored paint, only some <br> of the wavelengths of light are reflected. <br> Explain properties of color with examples? | 15 |  |


|  |  |  | 5 |
| :---: | :---: | :--- | :---: |
| 3. | a) | Choose the correct answer: <br> Key color in color models. Black <br> (red, green, black) <br> Discourage aggressive and impulsive behaviors. Cool <br> (achromatic, cool, primary) <br> The powerful color as a longest wavelength. Red <br> (orange, black, red) <br> Sharp contrast of colors. Warm <br> (monochrome, complementary, warm) <br> Color associated with royalty since ancient times. Purple <br> (purple, blue, green) | 10 |
| 4. | d) | e) | Draw color wheel in which you have to show primary, <br> secondary and tertiary colors with tints and shades |

