

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: **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.		<b>Fill in the blanks:</b>	10
	a)	<b><u>Newton</u></b> used colors for experimentation.	
	b)	Adjacent colors on color wheel are <b><u>Analogous colors</u></b> .	
	c)	Massive success in our business, career and personal life through knowledge of color <b><u>psychology</u></b> .	
	d)	Color intensity is also known as <b><u>Hue</u></b> .	
	e)	<b><u>Visible Light</u></b> wavelengths are detected sooner by our eyes.	
	f)	In market place color plays a role of <b><u>Good</u></b> sales person.	
	g)	<b><u>COLORS</u></b> benefit our mental and physical welfare.	
	h)	The chart that shows the relationship of different colors to each other is called the <b><u>COLOR WHEEL</u></b> .	

	<p>i)</p> <p>j)</p>	<p><b><u>ADDITIVE</u></b> color model is used in computers, television and theater.</p> <p>Vivid or bold colors in nature depict <b><u>BRIGHT</u></b> colors.</p>	
<p>2.</p>	<p>(A) Ans</p> <p>(B) Ans)</p>	<p>Difference between color of light and color of pigment?</p> <p><b><u>COLOR OF LIGHT:</u></b>  White light is a combination of all colors in the color spectrum.  It has all the colors of the Rainbow.  Combining primary colors of light  Like; Red, Blue &amp; Green creates secondary colors Yellow, Cyan and magenta.</p> <p><b><u>Color of Pigment:</u></b>  A pigment a material that changes the color of reflected or transmitted light as the result of wavelength –selective absorption.  Materials that human have chosen and developed for use as pigments usually have special properties that make them useful for coloring other material. This physical process differs from fluorescence, phosphorescence and other found of luminescence, in which a materials emits light pigments that are not permanent are called fugitive.</p> <p>Explain properties of color with examples?  Properties of color:</p>	<p>15</p>

**Hue:** Hue defines pure color in terms of green, red and magenta. Hue also defines mixtures of two pure colors like red – yellow (orange) or yellow- green (limitations to this statement will be addressed later). Hue is actually one property of three when used to determine certain color. Hue can refer to set a pure colors within a color space.

**Tint:** Tint is a color term commonly used by painters.

A tint is a mixing result of an original color to which has been added white.

If you tinted a color, you've have been adding white to be original color.

A tint is lighter than the original color.

**Shade:**

Shade is a color term commonly used by painters. A shade is a **mixing result** of an original color to which has been added black.

If you shaded a color, you have been adding black to the original color.

A shade **darker** than the original color.

When used as a dimension of a color space, shade can be **amount of black**

added to an original color. In such a color space a pure color would be non-shaded.

c)

**What is color psychology?**

**COLOR PSYCHOLOGY:**

.Color psychology is the science of that explains the connection between colors and the psychology of people.

.Marketing and adverting are well known for utilizing color psychology.

Colors is consistently used in an attempt to make people hungry, associate a positive or negative tone, an encourage trust, feeling of calmness are energy, and countless other ways.

Colors have power, If we use our knowledge of color psychology well, we can enjoy massive success in our business career and personal life.

It was also suggested that the environmental color (e.g. color lighting) and the objects colors (e.g. color of one's clothing) would be different in ways that exhibit psychological effects on us.

These colors benefits our mental and physical welfare.

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