

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, BTB, 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 _____.	
	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 _____.	

	<p>i)</p> <p>j)</p>	<p>___Additive_____ color model is used in computers, television and theater.</p> <p>Vivid or bold colors in nature depict ___bright_____ colors.</p>	
<p>2.</p>	<p>(A)</p> <p>(B)</p> <p>(C)</p>	<p>Difference between color of light and color of pigment?</p> <p><u>Answer (a).</u> <u>Color of light and pigment.</u></p> <p><u>Definition.</u> Light is color unto itself, and pigments take away colors from white light. Pigments work by absorbing certain wavelengths of light; they appear as the complementary color of the wavelength they absorb. Light and pigments have no colors.</p> <p>A pigment is a material that changes the color of reflected or transmitted light as the result of wavelength-selective absorption.</p> <p><u>Differences.</u></p> <ul style="list-style-type: none"> • The inner surfaces of your eyes contain photoreceptors—specialized cells that are sensitive to light and relay messages to your brain. There are two types of photoreceptors: cones (which are sensitive to color) and rods (which are more sensitive to intensity). • You are able to “see” an object when light from the object enters your eyes and strikes these photoreceptors. • Some objects are luminous and give off their own light; all other objects can only be seen if they reflect light into your eyes. However, humans can only see visible light, a narrow band of the electromagnetic spectrum (which also includes non-visible radio waves, infrared light, ultraviolet light, X-rays, and gamma rays). • In terms of wavelengths, visible light ranges from about 400 nm to 700 nm. 	<p>15</p>

- Different wavelengths of light are perceived as different colors. For example, light with a wavelength of about 400 nm is seen as violet, and light with a wavelength of about 700 nm is seen as red. However, it is not typical to see light of a single wavelength.
- You are able to perceive all colors because there are three sets of cones in your eyes—one set that is most sensitive to red light, another that is most sensitive to green light, and a third that is most sensitive to blue light.

Explain properties of color with examples?

Answer (b).

Color.

the property possessed by an object of producing different sensations on the eye as a result of the way it reflects or emits light.

Properties.

- Color. It has been with you since the day you were born, and it will be with you until the day you die. A particular color can make you recall a fond childhood memory, another color can warn you of danger, and another may tell you how hot or cold something is.

Moreover, as a storyteller, either through motion or still pictures, color is one of the most important tools you have in your kit.

- A simple tweak of the color could give your image an entire new symbolic or literal meaning to your image.
- Knowledge of color is not just a factor needed to color grade sufficiently.
- With a simple color tweak, the house from Psycho becomes less haunting and more welcoming. (This color change revolves around a change in color temperature.

- Color itself has three primary qualities: **Hue**, **Chroma**, and **Value**, also known as **Hue**, **Saturation** and **Lightness**.

Hue

Hue defines pure color in terms of "green", "red" or "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 usually one property of three when used to determine colors.

Hue ranges from 0° to [359°](#) when measured in degrees.

Example.

Hues can refer to the set of "pure" colors within a color space.

Tint

. Tint is a color term commonly used by painters.

A tint is lighter than the original color.

Example.

Car Window Tint: means of changing the color/transparency of car windows.

Shade

. Shade is a color term commonly used by painters.

Example.

When used as a dimension of a color space, shade can be the **amount of black** added to an original color. In such a color space a pure color would be non-shaded.

Tone

. Tone is a color term commonly used by painters.

Example.

Tone as a result of mixing an original color with a hue-scale color (e.g. brownscale / sepia).

Saturation.

. Saturation is a color term commonly used by (digital analog) imaging experts.

Example. We will clear up the term saturation from a color mixing point of view in the color spaces section.

What is color psychology?

Answer (c).

Color Psychology

Definition

Color psychology is the study of hues as a determinant of human behavior. Color influences perceptions that are not obvious, such as the taste of food. Colors have qualities that can cause certain emotions in people. ... Color psychology is also widely used in marketing and branding.

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

☆.2. Marketing and advertising are well-known for utilizing color psychology.

☆.3. 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.

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

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

☆.6. These colors benefit our mental and physical welfare.

Quotes for Color Psychology:

☆.1. **JOHNSON** (2007), color does affect mood by producing certain chemicals and stimulating different feelings such as hunger.

☆.2. **WOLLARD** (2000), color can affect one's mood, but the effect also can depend on one's culture and what one's personal reflection.

☆.3. **AIREY** (2006) color is energy, and it can have a physical, mental, spiritual and emotional effect on people.

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