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: 16894

Note: Attempt all questions:

Q. No.	Part	Question	Marks
1.		**Fill in the blanks:**	tt
	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 saturation.	
	e)	long wavelengths are detected sooner by our eyes.	
	f)	In market place color plays a role of _silent_ 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)	<u>additive</u> color model is used in computers, television and theater.	
	j)	Vivid or bold colors in nature depict _bright_ colors.	
2.	**(A)** Ans	Difference between color of light and color of pigment? Additive color or color of light models use light to display color while subtractive models or color of pigment use printing inks. Colors perceived in additive models are the result of transmitted light. Colors perceived in subtractive models are the result of reflected light. • • RGB is an additive color model for computer displays uses light to display color, Colors result from transmitted light Red + Green + Blue = White • Based on additive mixture of three monochromatic lights-red, green, blue and ability to create all other colors by combining these colors where as CMYK (subtractive color model) is the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-color printing. • Where two colors of RGB overlaps, we see a new color formed by mixing of the two additive primaries. These new colors are: • A greenish blue called cyan. • A blushed red called magenta. • A bright yellow. • The key color, Black	15
	(B)	Explain properties of color with examples? Color properties allow is to distinguish and defines colors. The more we know about color properties the better we can adjust colors to our needs. Some of the basic properties of color are hue, intensity and value. HUE: The actual color, such as red or green. A hue can be changed by adding tone, example- white to lighten, black to darken. INTENSITY: Intensity can also be considered as the brightness or dullness of a color. Intensity is adjusted by	

adding additional colors to the pure hue. A color can be made less intense by adding gray to the color. In some ways, intensity can be measured by the amount of gray in the hue. Hues can only degrade in intensity. learning how to vary the intensity of color gives you control over color choices and create beautiful color effect.

TONE/VALUE: Tone is a color term commonly used by painters.

There is a broader and a narrower definition of tone.

The broader definition defines tone as a result of mixing a pure color with any neutral/grayscale color including the two extremes white and black. By this definition all tints and shades are also considered to be tones.

The narrower definition defines tone as a result of mixing a pure color with any grayscale color excluding white and black. By this definition a certain amount of white and black must have been added to the original color. Furthermore the following is true: If you changed the tonal value of a color, you've been adding gray (any ratio of mixture) to the original color. Tone is not used as a dimension of a color space. Instead, the tonal difference consists of the amounts of white and/or black used to determine a certain color. Tone as a result of mixing an original color with a hue-scale color (e.g. brown scale / sepia).

(C) What is color psychology?
 Color psychology is the science that explains the connection between colors and psychology of people. Psychological effects of color have shown that it truly has an impact on our lives, often in unconscious and mysterious ways. It affects all of our senses; sight, sound, smell, taste and feelings. Seeing color can change our moods very effectively. All colors can have a positive or negative effect. Color can sway thinking, change actions and cause reactions. AIREY says in (2006) color is energy, and it can have a physical, mental, spiritual and emotional effect on people.

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