

COLOR REPORT:

Understanding our emotional reaction to color is important in advertising, fashion, product design, graphic design, and architecture. Color plays a major role in mood associations that determine the way we feel about a product. Researchers have shown that up to 60% of a consumer's first impression of a product comes from its color. In fact, color is so important to a product's brand identity that the Supreme Court ruled in 1995 that a particular shade of color, such as Coca-Cola red, could serve as a legally defensible trademark.

When Cheer detergent was introduced in the late 1950s, the company tested three colors of flecks in the product: red, blue, and yellow. Consumers felt that yellow didn't get clothes clean enough and red flecks actually damaged their clothes. Only the blue flecks were said to get clothes cleaner. In reality, the color had no impact on the cleaning power of the detergent — it was all perception. Naturally, Cheer chose the blue flecks and created a long-lasting brand.

Colors also convey messages that go beyond ethnic, racial, or gender boundaries. According to a 1997 survey by Cooper Marketing Group, Oak Park, IL, power is represented by the color scarlet red for 25% of respondents, black for 17% and bright violet blue for 13%. More than 55% of those surveyed chose one of these three colors out of 100 colors. Fragility was most represented by pale pink (27%), white (9%), and pale lavender (9%).

What is America's favorite color? Blue is the top choice for 35% of Americans, followed by green (16%), purple (10%) and red (9%).

Required Information- You can Type or Write out NEATLY!!
10 Bullet Points or 10 Sentences are required for each of the following sections

- ❑ **Cultural/Historical background information** – what does the color mean in other cultures, what was its significance in history?
- ❑ **Psychological Information** – (the MIND!) emotional responses, feelings evoked, changes in mood
- ❑ **Physiological Effects-** (the BODY!) changes in body; i.e. tense muscles, feeling cold
- ❑ **Interesting facts:** anything “appropriate” that you find in your research that does not fall in the prior three categories

Your Final Presentation Board must include:

1. Board must include all “required information”
2. Board must include a “collage covering” of all spaces that are not typed (refer to class example)
3. Title of Board: Color Name and the 3 words that you think best describe the meaning of that color based on your research
4. Board must be well organized and creative.
5. Written portion must be legible and spell checked.

50 Points Possible- Project/Presentation