

## Color Use: Mentoring webquest

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What's in a color? Apparently a lot!

In a color survey [1] conducted by Xerox Corporation, 69 percent of people said that they understand new ideas better when presented in color. Seventy-six percent of those surveyed say they can find information faster if it's presented in color.

Therefore, using colors correctly in yearbooks, newspapers, and online is important for students to consider as they make the choices for their publications. Below are some links that can be useful for short mini lessons, independent study, or whatever function works best in your classroom. I hope these prove helpful to you.

- **The Great Branding Color Swap** – Both of these links take you to a visually active site that compares/contrasts two well known product logos and then swaps out the colors to allow the viewer to see how colors make, and sometimes break, a products image.

Part I: <http://www.printsome.com/blog/2013/the-brand-colour-swap-graphic-design/>

Part II: <http://www.printsome.com/blog/2015/brand-colour-swap-2/?scid=social51983006&adbid=10153212117809685&adbpl=fb&adbpr=6147239684>

- **More color use in branding:**

<http://blog.visme.co/wp-content/uploads/2015/07/Colours-Mean-Brands1.jpg>

See attached file as well. This image both identifies some of the psychological impacts of colors and couples them with familiar products that have used them for branding. Are your students considering the psychology of color as they design their products? How would doing this enhance their work?

- **Color Psychology**

<http://www.forbes.com/sites/amymorin/2014/02/04/how-to-use-color-psychology-to-give-your-business-an-edge/#1f93d1e52e28>

Note: To avoid Forbes' welcome screen, you may need to copy and paste this URL to your browser.

How to use colors to evoke reader responses from a business point of view.

- **Rules to govern color use**

<http://www.graphics.com/article-old/graphic-design-sins-and-virtues-color>

Some EXCELLENT rules to consider about the proper and correct use of color in graphic design. This may, however, be better for advanced users; however, understanding these will definitely improve the appearance of colors in your publications, whether in print or online.

- **Color faux pas – What NOT to do**

<https://www.youtube.com/watch?v=v07aClyMIYc>

Five color combinations never to use in layered combinations. **See attached video.**

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**COLOR FORMULAS:** In order for your students to get the exact colors they intend, they need to specify the correct RGB or CMYK color formula. Otherwise, they are just guessing, and unless your computer monitors are 100% color synced (which is highly unlikely), you may find that what you see on the screen is FAR different from what you'll see in print. The following are two of my favorite resources for 1) obtaining the color formulas for printers and web use to ensure you produce the colors you intend to produce, 2) getting the CMYK formulas (print) and the RGB formulas (web), and 3) seeing the colors as they impact and reflect with other colors you use. As the video above points out, colors appear differently when juxtaposed to other colors, (as you may have learned if you have ever painted a room).

**Print:** *Color Index*, Jim Krause. ISBN: 978-1-58180-236-8. I bought mine on sale at Amazon for \$6.99.

**Downloadable app:** Coolors. I think it was \$.99, but I can't remember. Great at showing how colors look against other colors. Hover a color and both the RGB and CMYK color formulas appear. It's not so good, however, for easily locating the exact color you're thinking of, but maybe it would be with more practice.