Colours and Meanings

In this unit you are going to learn about

- different colours
- meanings of colours

Warm-Up

Look at the names of colours in Activity 1 below.
Do you know any more colours? Write them here:

_____   _____

_____   _____

_____   _____

EXTRA VOCABULARY

CMYK = ...

RGB = ...

What are these colours?

Where do you see and use them?

Activity 1:

Look at the colours below. Copy the names of the ten colours in the spaces.

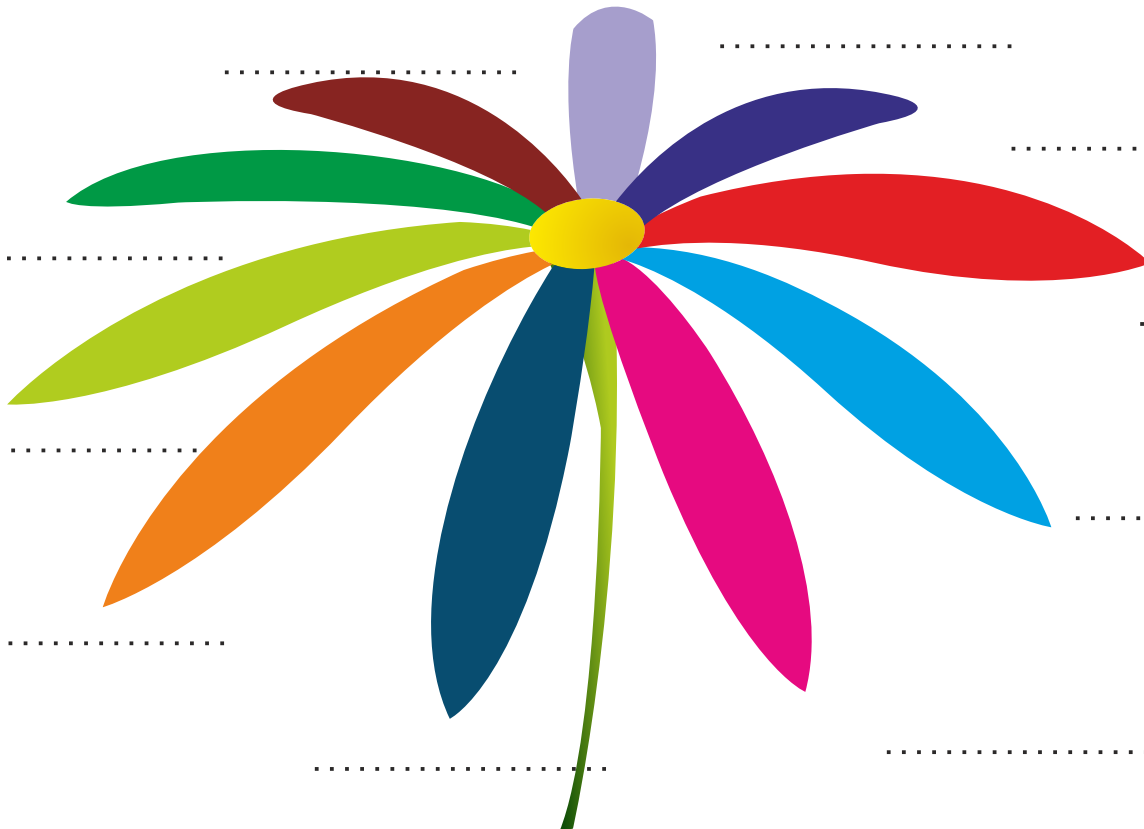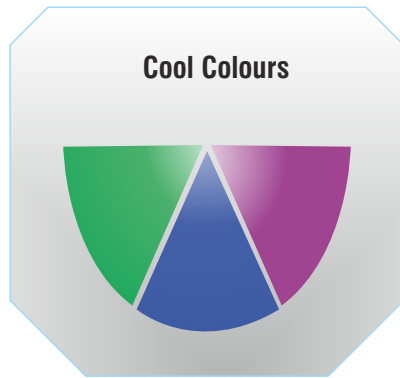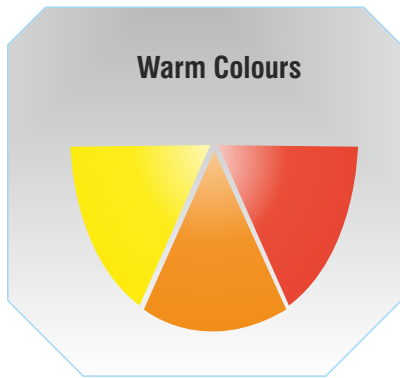| violet | blue | red | lime | burgundy | orange | magenta | cyan | green | indigo |

Look at the colour chart below.

Primary Colours

Secondary Colours

Complementary Colours

Warm Colours

Cool Colours

Contrasting Colours
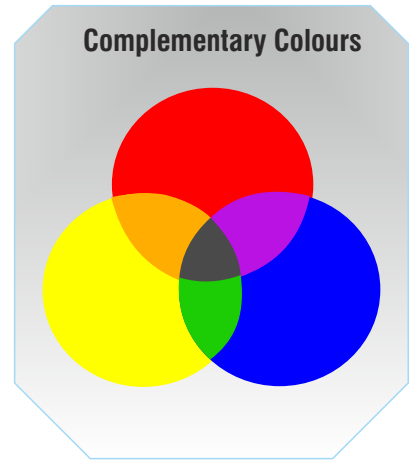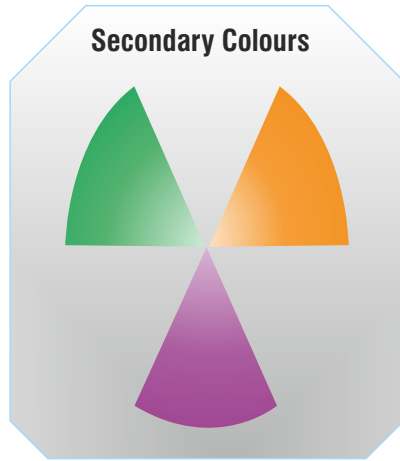
Now write the names of the colours under each category below.

Primary Colours

Secondary Colours

Warm Colours

Cool Colours

Complementary Colours

Contrasting Colours

COLOUR & MOOD

Do some colours make you feel calm while others give you energy? Scientists have been studying the connection between colour and mood for a long time. Many believe that colour can affect our moods.

People also use colour in their homes to create moods. Warm colours make a room feel warm and comfortable. Yellow is a warm and energizing colour. It might be a good colour for a kitchen because it can help you to wake up during breakfast.
Blue is a peaceful colour. It helps you rest, so it is a very good colour for a bedroom. Green is another good colour for a bedroom because it is refreshing.

Warm, bright colours such as yellow, red and orange are active colours. They can give people a positive feeling and they encourage conversation. Cool colours such as blue, purple and green are relaxing colours. They help people experience calm feelings.

Colour can create negative moods, too. Some kinds of blue make people feel sad. Red can give people energy, or it can make people feel angry.

Many public places are decorated with certain colours in order to create certain moods. Orange makes people feel hungry, and many restaurants are painted in this colour. Quiet colours like grey and beige are relaxing. These colours are common in doctors, offices and hospitals.

What is your mood right now? Do you feel energized or relaxed, sad or angry? Now look at the colours around you. Do any of them match your mood?
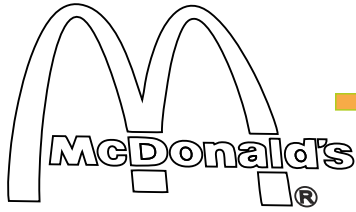
Challenge

HIGHLIGHT

1) **five colours** in the text.

2) **three words** related to **feelings**.

3) **two temperatures** related to **colour**.

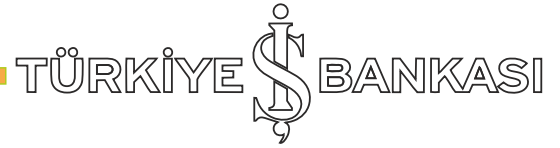You can watch the video on Youtube the song by Donovan called "Colours".

Say what colours are used in each logo and why. Then colour the logos.

McDonald's

Colours: _____
Why: _____

Colours: _____
Why: _____

TÜRKİYE İŞ BANKASI

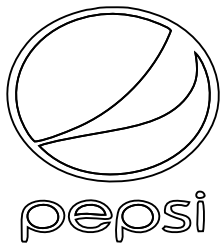NICKELODEON

Colours: _____
Why: _____

Colours: _____
Why: _____

Animal Planet

KOTON

Colours: _____
Why: _____

Colours: _____
Why: _____

Barbie

pepsi
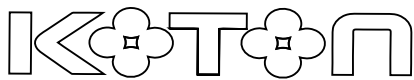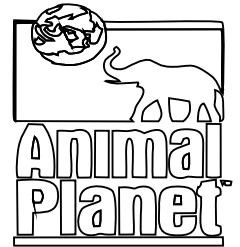
Colours: _____
Why: _____

Colours: _____
Why: _____

Coca-Cola

Activity 3b:

Why do you think these colours are used ?

DID YOU KNOW?

Coca-Cola would be green if colouring wasn't added to it!!!

What is your favourite colour? What is your least favourite colour? How do these colours make you feel?

_____

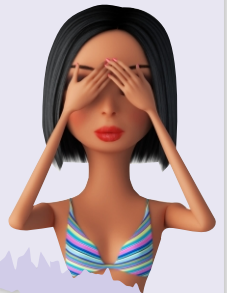makes me feel:
-
-
-

_____

makes me feel:
-
-
-

RED	
ORANGE	
YELLOW	
GREEN	
BLUE	
PURPLE	
BROWN	
MULTİ	

Activity 4b:

Look at the colour palette below. Decide which words match each colour. Then write them against the colour on the palette. You may use the same word more than once.

elegance   purity/saflık/   sensitivity/hassasiyet/   peace   love

intelligence   attention   nature   simplicity/sadelik/   youth

strength   mystery/gizem/   caring   passion/tutku/   trust

wealth/zenginlik/   energy   evil   childishness   power

jealousy/kıskançlık/   danger

Activity 4c:

Think of three more words of your own that can describe the eight colours above.

………………………………

………………………………

………………………………

Look at the colours used in the place and product signs. What colours are used and why? Write your answer next to the pictures.

Example
Colours: *red and gold*
The chinese dragon is red
because *red equals danger*
and excitement.

Colours: _____

because _____

Colours: _____

because _____

Colours: _____

because _____

Colours: _____

because _____

Colours: _____

because _____

Colours: _____

because _____

Colours: _____

because _____

Task:

Next lesson task: Bring two drink / food products to class and talk about the label/logo colours used and why ?