



## Science Hill High School

Career & Technical Education

Arts Communications Cluster

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### *DA&D1 – Assignment*

#### *Title:*

The Meaning of Colors

#### *Body:*

Understanding the meaning of colors is essential for us culturally, business and retail, and by gender.

#### *Assignment:*

1. Search on the internet the topic “the meaning of colors” or use this website - [http://changingminds.org/disciplines/communication/color\\_effect.htm](http://changingminds.org/disciplines/communication/color_effect.htm)
2. You will describe the meaning of the following colors: red, pink, orange, yellow, green, blue, purple, gray, brown, black, & white.
3. You will describe what the colors mean in **retail** and **business**, gender effects, and cultural effects.
4. You will assemble this information using Microsoft PowerPoint with a total of 13 slides. First slide is the title and last slide is references.
5. Save you work to your atvs share.