hi there

DAYDREAM BELIEVERS

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Colour me good

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Colour is powerful

Did you know that sports teams playing in red are more likely to win than those playing in grey?

Colour can have an amazing physiological effect on us as human beings. It can get our pulse racing, it can drag us down in to a dark, bad mood, and it can do lots in-between. Understanding the effects and connotations of colour as a visual designer are a key skill.

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This activity will help you make you first steps into the world of colour.

Your brief.

Nulux paints are ready to launch a new range of colours for 2020. Your task is to come up with a name for the range and each colour in it that will stand out and make it more appealing to their customers.

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Now...

Select a colour swatch (no peaking).

Write down the words that you think about when you look at each colour...

...moods, ideas, feelings, memories, songs...

...there are no wrong answers so write down everything and anything that comes into your head.

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You should have a lot of words on a lot of sticky notes.

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Now...

Group your words into sets that relate to each other.

Ask yourself who they might appeal to?

Decide on an over-arching theme and a name for your set of colours.

Anything goes... nature, animals, fruits, seasons, places, moods, artists, music, food, TV/film, people, cars.

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So you've given your set a name and theme.

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Now...

Look at each individual colour and give it a name.

Keep your theme in mind so that your colours form a set.

Be as playful, abstract, metaphorical, clever and emotive as you like.

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Got your set of 5 wonderfully creative names?

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Now...

Present your colour range to the group.

You've got 1 min each so keep it snappy.

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all done

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See more resources at
daydreambelievers.co.uk