**LESSON PLAN**  
**Emperor: Colour Me Good**

PURPOSE OF THE LESSON

To demonstrate the powerful effect that colour can have on our mood, sub-conscious and emotions, and why it is therefore a powerful tool in the visual designer’s toolkit.

BY THE END OF THIS LEARNERS WILL HAVE EVIDENCE TO SUPPORT THESE OUTCOMES

Understand the effect and connotations associated with different colours. Develop their writing and naming skills.

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| TIME | TASK | RESOURCES NEEDED |
| 5 MIN | **The introduction and brief**  Use slides 1-5 of “DDB\_Emperor\_Colour-Me-Good\_Presentation.pdf” |  |
| 10 MIN | **Pick your colours and what they mean to you.**   * Let each student pick from a swatch printed from “DDB\_Emperor\_Colour-Me-Good\_Swatches.pdf”. * Each student should write down words asscoaited with each of their colours. * Use slides 6 of “DDB\_Emperor\_Colour-Me-Good\_Presentation.pdf” | Pens and sticky notes. |
| 15 MIN | **Decide on an overall theme and then**  **name your set of colours.**   * Group the names into sets that might relate to each other. * Decide on an overarching theme for your swatch. * Use slides 7-8 of “DDB\_Emperor\_Colour-Me-Good\_Presentation.pdf” | Pens and paper. |
| 10 MIN | **Name individual colours.**   * Using your overarching theme as a guide look at each of your colours and give them a name. * Use slides 9-10 of “DDB\_Emperor\_Colour-Me-Good\_Presentation.pdf” | Pens and paper. |
| 15 MIN | Each student has 1 minute to present their naming ideas. |  |