

# Lesson 3: Color

## Coloured Coffee Cups

### Lesson Learning Goal:

The purpose of this lesson is to be able to understand the application and strategic use of colour schemes outside of the classroom.

There is a psychology of colour as it relates to persuasion when dealing with art. Color psychology is the study of how colors affect perceptions and behaviors.

- In marketing and branding, color psychology is focused on how colors impact consumers' impressions of a brand and whether or not they persuade consumers to consider specific brands or make a purchase. There are many great resources available online that suggest which colours are most suitable for which purpose, though nothing is ever concrete.



Imagine that you have been hired by a famous coffee company to design a limited-edition cup for their world-famous chain. You will need to use your knowledge of lines, and colour psychology to design a brand-new cup that customers would be excited to purchase in a limited edition drop. The name of the company is up to you, as well as the overall theme and aesthetic for the cup, just make sure your colours stand out and come together to produce an exciting new design.

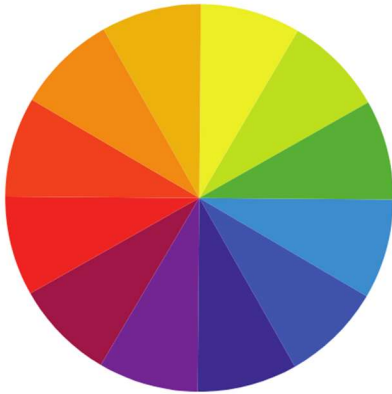
<https://youtu.be/x0smq5ljf4>

# Elements of Art

# COLOUR

The effect that is produced when a light striking an object is reflected back to the eye

## The Colour Wheel



## Colour Schemes

### Primary

The base of all other colours



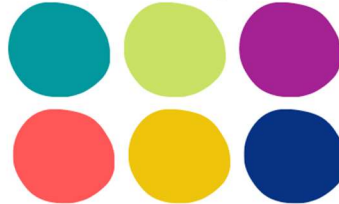
### Secondary

Made up of 2 primary colours



### Tertiary

The combination of a primary and a secondary colour



## Properties of Colour

### Hue

the name we give a colour

### Value

the light/darkness of a colour

### Intensity

how bright or bold a colour is

## Warm

Colours that remind us of the sun



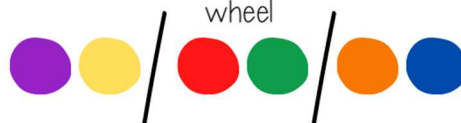
## Cool

Colours that remind us of earth and water



## Complementary

Colours that are located across from one another on the colour wheel



## Analogous

A series of 3 colors that are next to each other on the colour wheel



### Success Criteria:

- Demonstrates strategic colour combinations
- Includes a variety of lines
- Demonstrates planning and complexity in the design



# Rubric Coloured Coffee Cups

	Level 1	Level 2	Level 3	Level 4
Colour	Coffee cup displays little variety of colour.	Coffee cup includes some variety of colour.	Colour combinations are used in an effective way.	Colour combinations are used in a masterful way.
Lines/Detail	Coffee cup lacks details. Needs to include more of a variety of lines.	Coffee cup is somewhat detailed. Can use more of a variety of lines.	Coffee cup is detailed. Variety of lines used.	Coffee cup is extremely detailed. Wide variety of lines used.
Application	More planning and thought is required for this composition.	The composition has some indication of planning and thought.	This is a well planned and well thought out art composition.	This is a carefully planned and extremely well thought out art composition.