

# 1.1 Color Mood Board

Student

## Introduction

Informal research indicates that color holds different meanings in many countries and cultures throughout our world. Particular color meanings and associations can be traced to historic or religious affiliations within that country. Not every country associates the same meaning for each hue. For example, in the United States, white is typically used for a time of celebration or weddings. Yet in China, white is a color typically associated with mourning or death.

Many designers in the United States will have an opportunity to practice international design. Understanding and acknowledging the diverse meanings certain countries associate with color may assist in achieving a successful design solution for a specific client.

## Objectives:

1. appreciate the use of color in a specific culture.
2. research family heritage to appreciate cultural differences.
3. understand the power of color and color meaning.



## Life Skills:

Research, cultural sensitivity, reading/writing skills, oral presentation, design appreciation.

## Deliverables:

- Binder containing research + images
- Research
- Color Mood Board



**Method** Research your family country or culture and study its use of applied color. Identify and determine typical or traditional symbols and colors used in the country or period.

Capture the “mood” of the culture or country that reflects your family heritage using torn or cut colored papers. Be aware of proportion, placement, and juxtaposition of color in your composition.

Mount your design on an “8 x 10” matt board. Document conducted research in binder.

**Materials:** matt board, color papers, glue sticks, scissors.

Due Date: