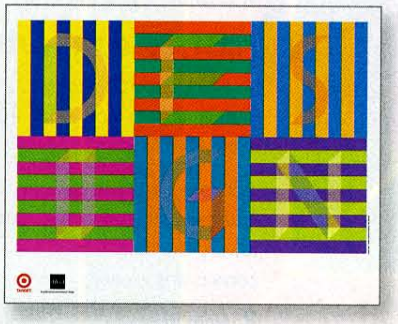
the design of Color



Every day, we make choices and decisions based on color—from clothes to packages to food. Color can even alter our moods. Scientifically, color is light which reaches our eyes through various wavelengths. Our brains perceive each wavelength as a different color. Warm colors have long wavelengths, while cool colors have short wavelengths. Color is a very important tool in design. Graphic designer Emanuela Frigerio's *Design* poster (in the center of this issue) uses a range of complementary colors, as does Frank Stella's dazzling masterpiece.

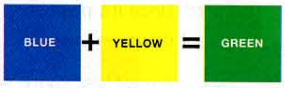
Classroom Activity: Color Theory

Students can experiment with color theory as they test our different color combinations, using a template similar to the design on the back of the poster.

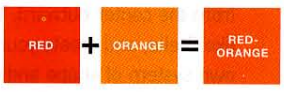
1. First, remind your students of a few color basics:

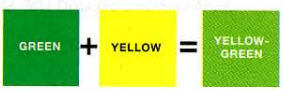
- The **primary colors** are red, yellow, and blue. Primary colors cannot be created by mixing any other colors together.

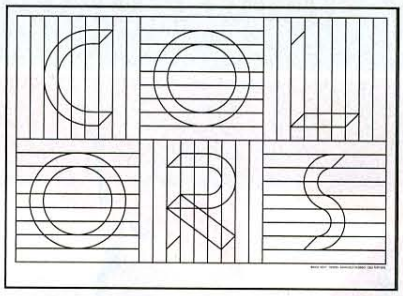
- Mixing two primary colors results in a **secondary color**:



- Mixing one primary color and one secondary color results in a **tertiary color**: red-orange, yellow-green, blue-green, and so on.







2. Download the reproducible above at **www.scholastic.com/instructor**. Pass several copies out to each student in the class.

3. Have students explore different color combinations on their copies. Suggest that they try just black and white, primary colors, complementary colors, seasonal colors, colors in similar hues, and so on. Discuss how the colors used change how we respond to a piece as a whole. What moods and feelings does each version convey?

4. Hang the completed student creations on the wall to transform your classroom into a celebration of color.

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