

(https://canvas.instructure.com/courses/10684353/modules)

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Color Psychology: Emoting Through Creative Expression will explain the reasoning behind why specific colors — depending on their saturation, shade, and usage — evoke different responses and feelings. These responses can be influenced by culture, gender, and age. We aim to identify and apply fundamental color theories rooted in understanding different hues and saturations and recognize how color in art can impact emotions and moods.

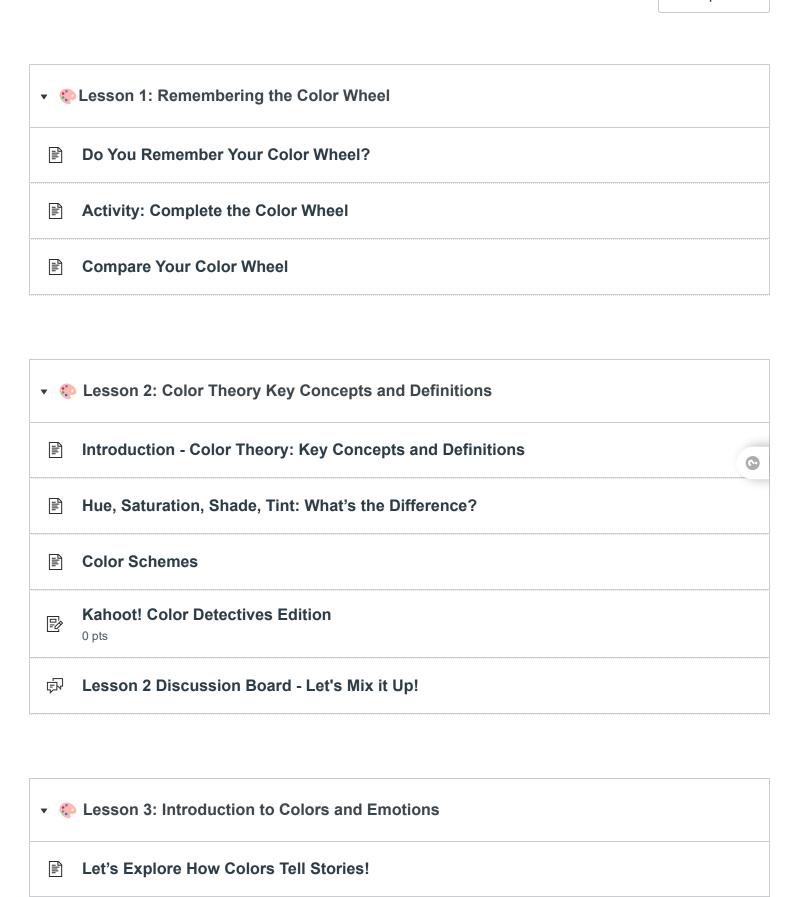
This course will focus on color theory and dive deeper into color psychology, ultimately allowing learners to apply what they have learned regarding the relationship between color and emotions. It will combine online, asynchronous learning with an in-person lesson, making it a hybrid form of instruction.

By the end of this module, students will be able to:

- Identify key color theory concepts, including hue, saturation, color schemes, and color harmonies.
- Recognize how color choices affect the mood and emotion of a piece of art, using insight to interpret and analyze art more effectively.
- Create an art piece that uses color to express emotions in their chosen medium or art style.

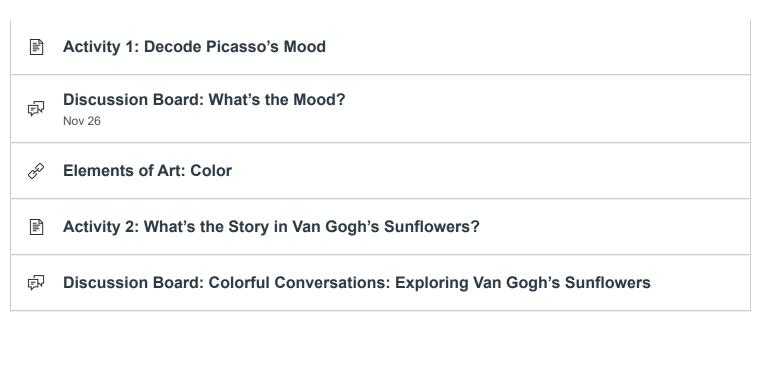
To begin the course, navigate to the **Modules**

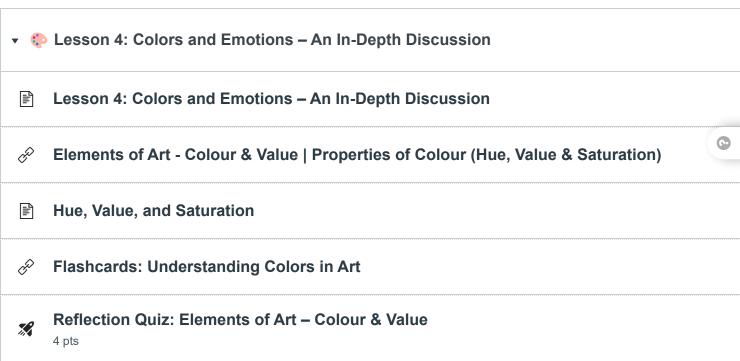
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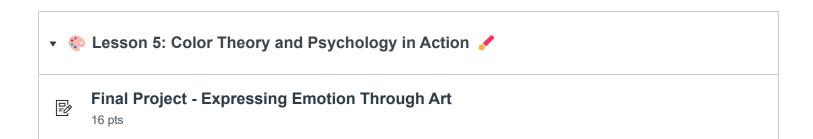


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Mixed Feelings - Mood in Art

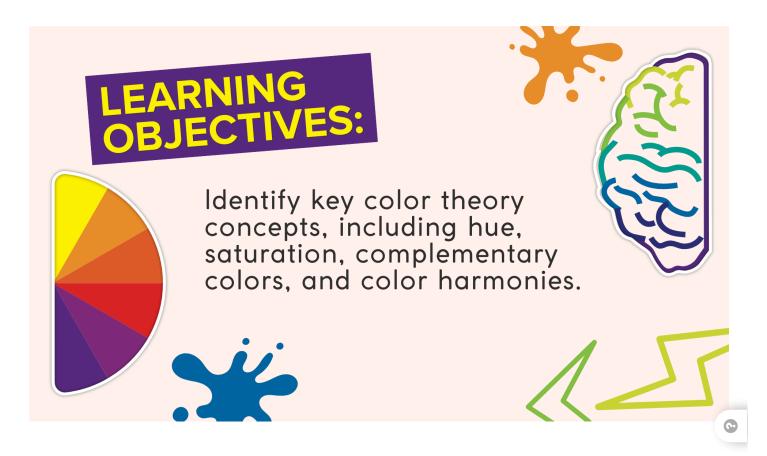






- Activity: In-Class Discussion and Presentation

Do You Remember Your Color Wheel?



Dear Color Detectives,

Can you recall which colors make up the **color wheel?** Let's examine how well you remember the color wheel before we go into more detail on color theory.

The color wheel is a tool that <u>shows how colors are</u> <u>related to each other</u>. Imagine it like a circle divided into slices, like a pizza, with each slice being a different color.

You may be aware that the color wheel is divided into three categories: **primary**, **secondary**, and **tertiary**. But do you know where each hue falls?





What You'll Learn in This Lesson

You will participate in an engaging activity to recall previous knowledge of the Color Wheel.

Next Steps: Engage in a Padlet Activity

Click the **Next** button to access the **Padlet sandbox**.

In this activity, you will complete a color wheel by correctly identifying and placing primary, secondary, and tertiary colors. You will then have your own color wheel and a clear understanding of how colors relate.

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Activity: Complete the Color Wheel

Complete the Color Wheel (Padlet Activity)

Click this <u>Color Wheel Padlet sandbox</u> (https://padlet.com/polleanamunoz/remake-link/MDj9zyQPwgdgz7Qn). If you don't have a Padlet account yet, create one.

Follow the steps outlined on the Padlet activity page. When you're finished, **return to this Canvas Course**.

Next Steps: Assess Your Work

After you've **completed** your color wheel, look at the **example** on the **next page**. Which ones did you get correct? Recognize errors and understand how to correct them.

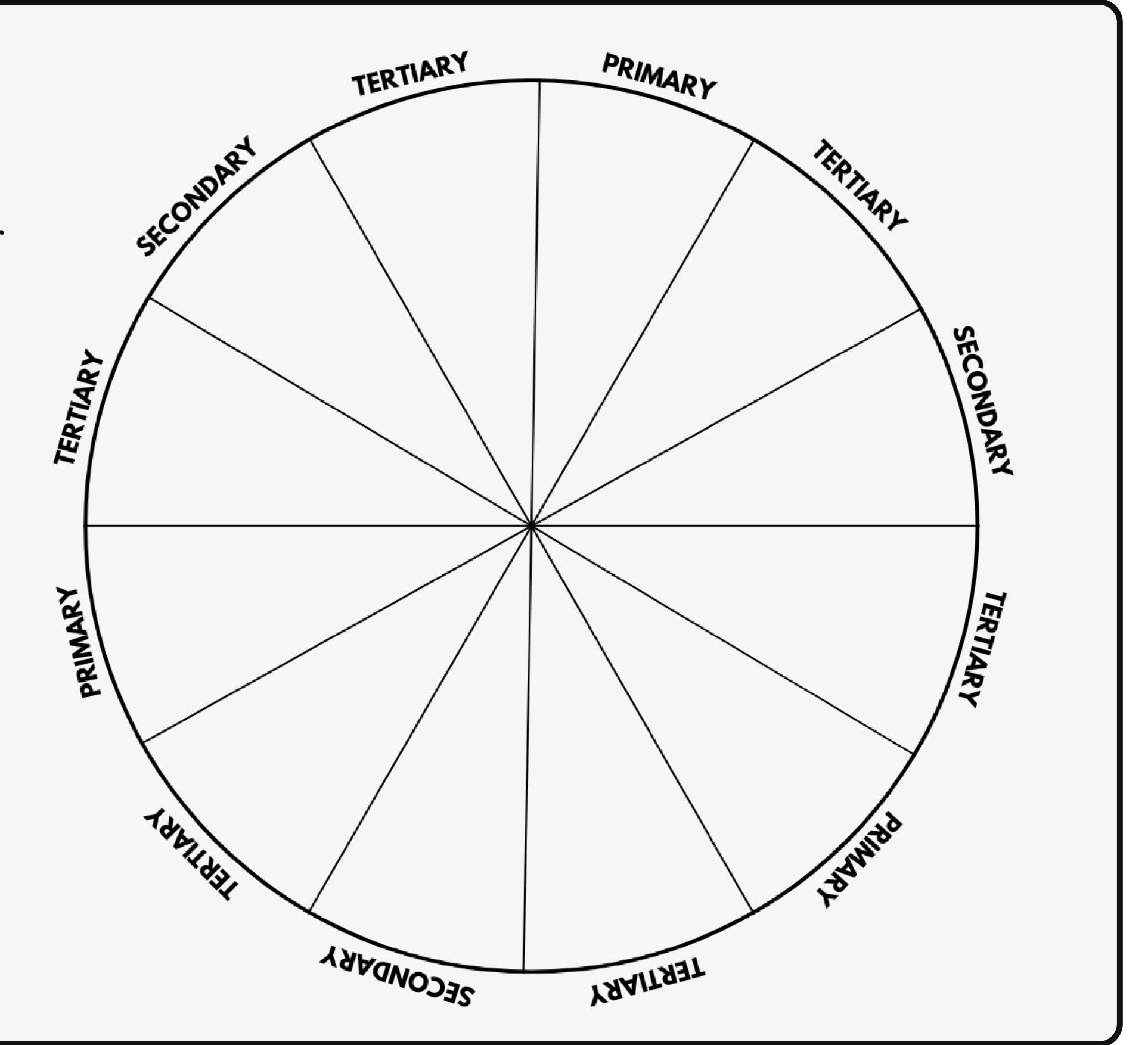
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Complete the Color Wheel:

Fill the pie slices with color using the Draw tool while following the instructions provided.

- 1. First, add the primary colors.
- 2. To produce secondary colors, use the highlighter and pen tools together.
- 3. Repeat for the tertiary colors.

Go back to the Color Psychology Canvas course once finished.







Compare Your Color Wheel

Did you enjoy the previous activity?

Here is an example of a Color Wheel!

Here's how it works:

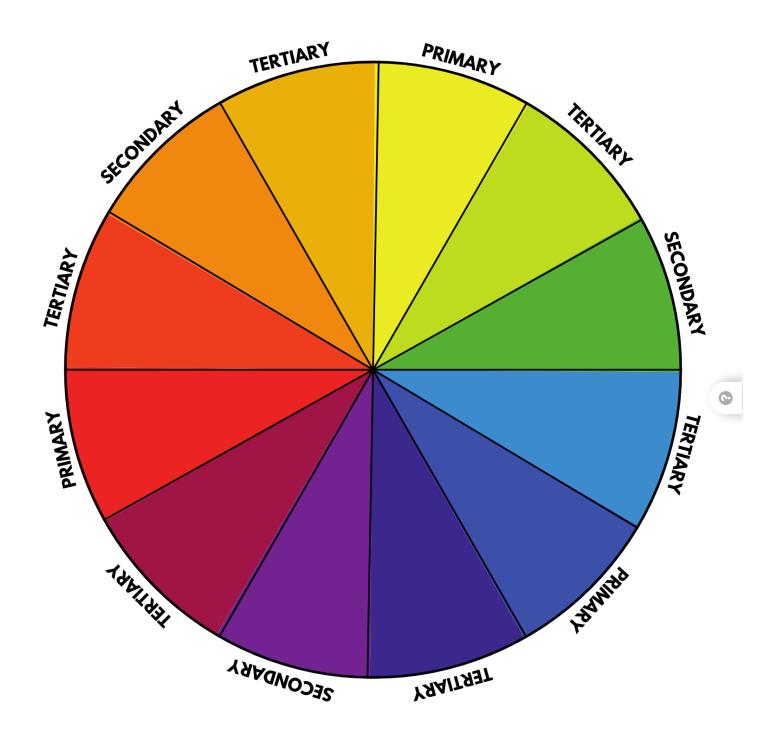
Primary Colors: These are the basic colors you can't make by mixing other colors. They are red, blue, and yellow. Think of them as the building blocks of all other colors.

Secondary Colors: When you mix two primary colors, you get secondary colors:

Red + Yellow = Orange Yellow + Blue = Green Blue + Red = Purple

Tertiary Colors: These are made by mixing a primary color with a secondary color next to it on the wheel, like red-orange or blue-green.





- Art and Design: It helps artists and designers choose colors that look good together.
- **Understanding Color Relationships**: It simplifies how colors mix and how they affect each other visually.
- **Creative Projects**: It ensures balanced and visually appealing color combinations for paintings, designs, or other creative works.

The color wheel is like a map for exploring and understanding color!

Introduction - Color Theory: Key Concepts and Definitions

Welcome to the Color Theory Module!



You may have heard the term "Color Theory," but do you know what it means? Do you know how it applies to your life? Do you know what hue, saturation, and shade mean regarding color?

In this module, you'll learn what color theory is and the definitions of its various associated terms. You will end this lesson with a game of Kahoot!.

Start by watching the video below.

COLOR THEORY BASICS: Use the Color Wheel & Color Har...



Hue, Saturation, Shade, Tint: What's the Difference?

Let's begin this module by defining color and color theory.

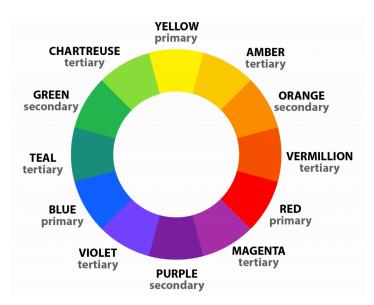
What is Color?

Color is defined as the way light bounces off an object. Different wavelengths of light produce other colors, which can be primary, secondary, or tertiary.

Primary colors are not created by mixing colors together. The three primary colors are red, blue, and yellow. They are the bases for all other colors.

Secondary colors are created when mixing two primary colors (i.e., red+blue=purple, red+yellow=orange).

Tertiary colors are made when primary and secondary colors are mixed. Some examples of tertiary colors are teal, magenta, and amber.



How are Color and Color Theory related?

Sometimes referred to as color science, **Color Theory** is the theory of how colors work together and how they affect mood and perception. It has three components: the color wheel, color harmony, and context.

Now that we have learned about color and color theory let's discuss hue, saturation, shade, and tint.

Hue is the purest form of a color. Some examples include orange, green, and purple.

Saturation refers to the intensity of a color. Fully saturated colors are vibrant, while desaturated colors are dull.

Shade is created by adding black to pure colors. Shades are darker than the original colors.

Tint is created when adding white to colors. Tints are lighter than the original colors. Pastel colors are examples of tints.

Roy G. Biv

The colors on a color wheel create a rainbow. One way to remember the colors of the rainbow in order is to remember Mr. Roy G. Biv.



Optional Activity: Color Matching Game (https://color.method.ac/)



BEFORE YOU START



Calibrate your screen

Quick guide to get the best color accuracy

Color blind assist

Experimental support

Color was crafted by <u>María Munuera</u> and <u>Mark MacKay</u>. <u>About this game</u>.



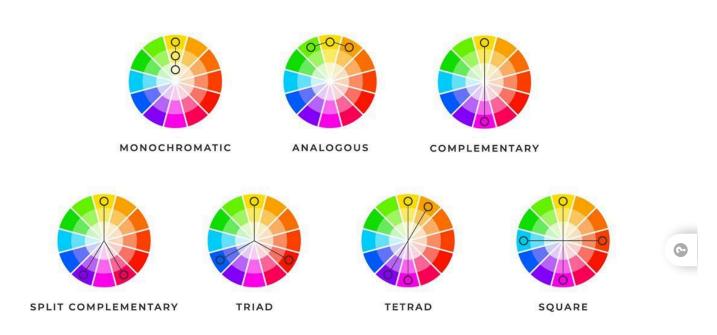
HUE SATURATION COMPLEMENTARY ANALOGOUS TRIADIC TETRADIC

Color Schemes

What is a Color Scheme?

A **Color Scheme** is a combination of 2 or more colors used in design. There are 7 types of color schemes.

Color Schemes



1. Monochromatic

Monochromatic color schemes use 1 color in various shades and tints.

2. Analogous

Analogous color schemes are created when you pair one color with the 2 colors next to it on the color wheel (one on either side).

3. Complementary

Complementary color schemes are created when 2 colors are chosen on opposite sides of the color wheel.

4. Split Complementary

Split color schemes are created when the main color and 2 adjacent (diagonal) colors are used.

5. Triadic

Triadic color schemes are created when using 3 colors that are equally distanced on the color wheel.

6. Square (Diamond)

Square color schemes are created when 4 colors that are equally distanced on the color wheel are used.

7. Rectangle (Tetradic)

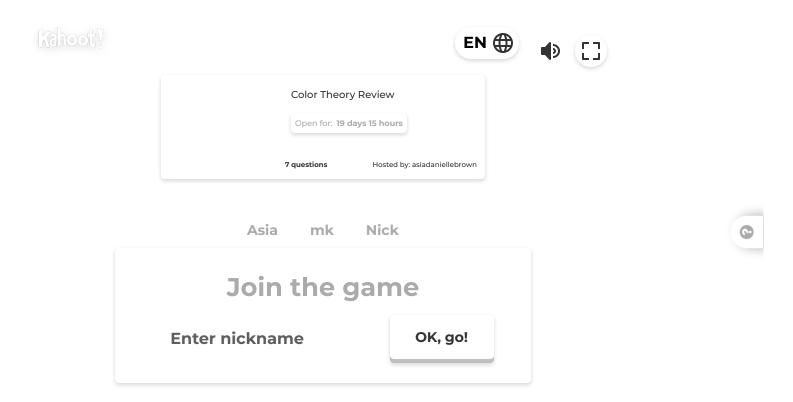
Rectangle color schemes are similar to square color schemes, except for the fact that bold shades have more subtle counterparts. This allows the bold colors to stand out more.

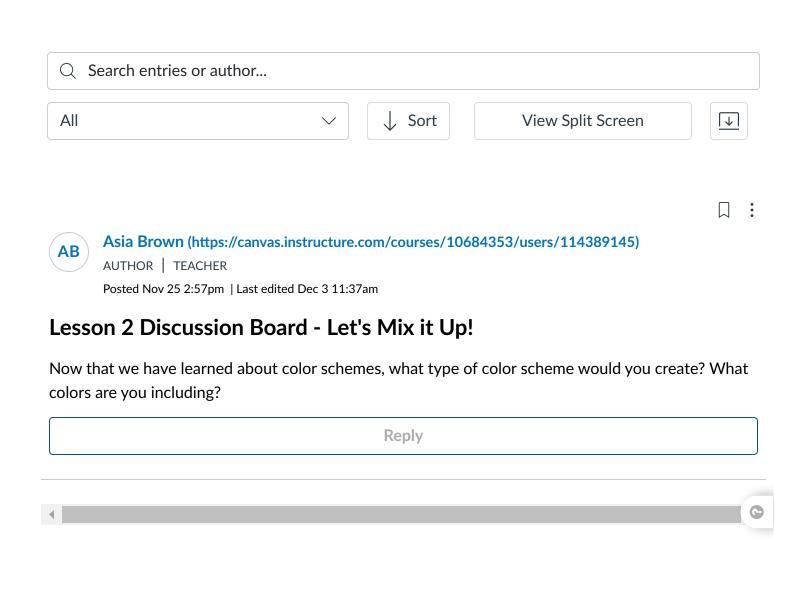
Kahoot! Color Detectives Edition

Start Assignment

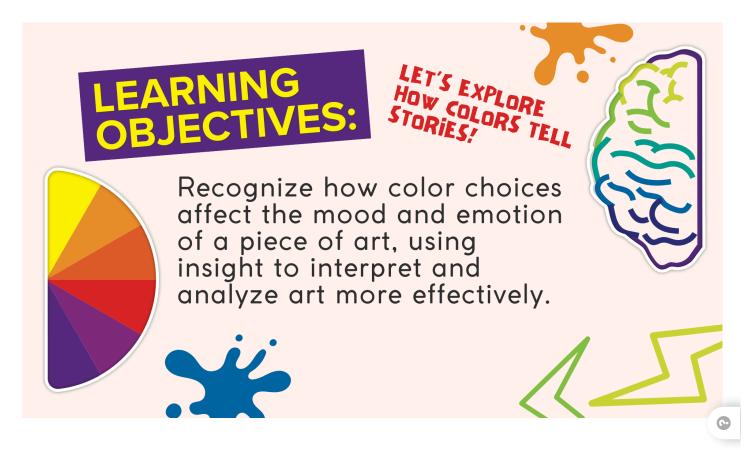
- Due No Due Date
- Points 0
- Submitting a text entry box

During this activity, you will be quizzed in a game of Kahoot!. Test your Color Theory knowledge while playing against your classmates in a friendly competition. Please input your score at the end and hit **Submit.**





Let's Explore How Colors Tell Stories!



Dear Color Detectives,

Have you ever wondered how artists use colors to make us feel happy, calm, or even excited?

As a **Color Detective**, your mission is to uncover the secrets behind how colors create emotions and tell stories in art.

In this lesson, we'll dive deeper into the world of color psychology, learning how hues, saturation, and context can shape our feelings.

Get ready to sharpen your detective skills and discover how colors can bring art to life!



What You'll Learn in This Lesson

Learners will examine how color theory can convey emotions in artworks, using these insights to better understand and talk about famous pieces of art.

What to Expect

- Explore how different colors create feelings in artworks.
- 🏂 Analyze paintings by famous artists like Picasso and Van Gogh to uncover their use of colors.
- Share your thoughts and ideas in fun class discussions.
- Start thinking like an artist when it comes to color!

Next Steps: Watch the Video &

Click the **Next** button to watch the video **Mixed Feelings – Mood in Art**.

In this video, you'll learn how artists use colors to express different emotions, set the mood, and tell stories through their art. Pay close attention to how the video describes the connection between co and feelings—you'll use this knowledge to better understand the artwork we'll discuss in class!

Mixed Feelings - Mood in Art (https://www.youtube.com/watch?v=my43DIQrN_I)

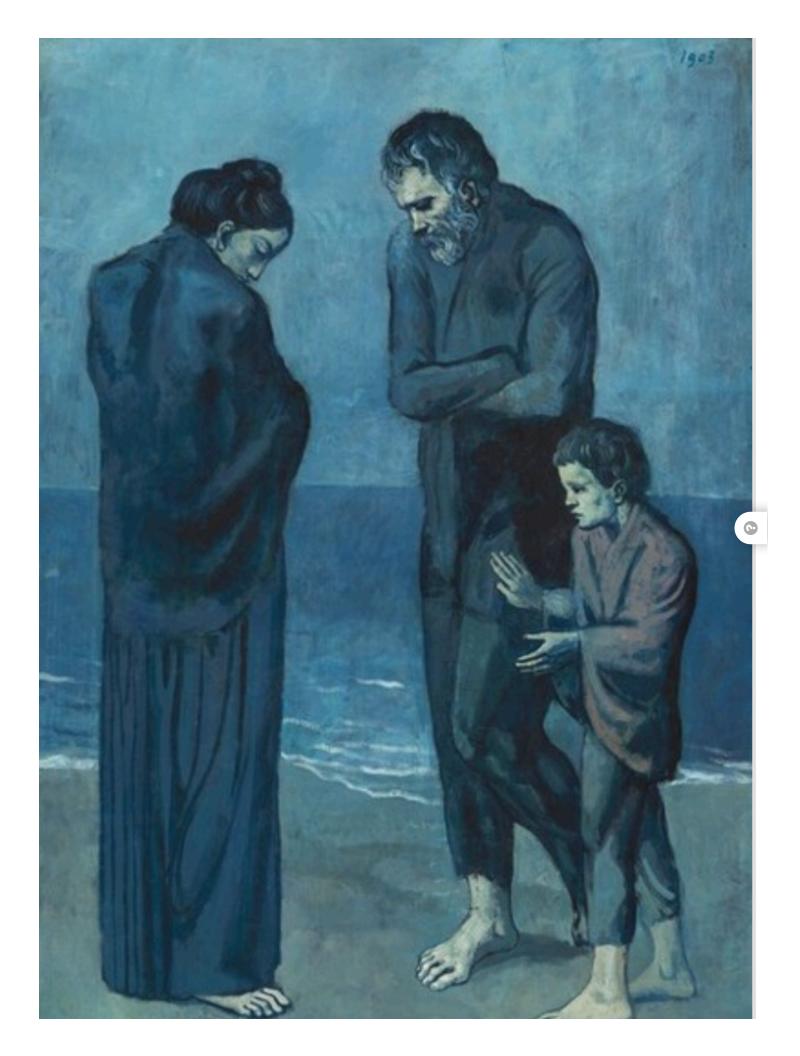
Mixed Feelings - mood in art

Activity 1: Decode Picasso's Mood

Look at the Painting:

Examine Picasso's painting *The Tragedy* (1903) below. Take a moment to observe the colors and details.

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Caption: The Tragedy by Pablo Picasso (1903)





It's time to put on your detective hat and look closely at Picasso's painting! As a color detective, your job is to investigate the clues hidden in the artwork.







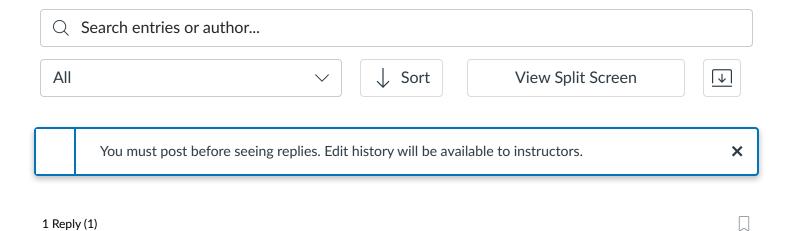
Once you've thought about these clues, share your findings on the discussion board. Remember, every great detective sees something unique, there are no wrong answers!

Next Steps: Join the Discussion



Click the **Next** button to complete the discussion board for Picasso's painting, *The Tragedy*.

In the discussion, you'll share your thoughts on how Picasso's use of colors creates mood and emotion in the artwork. Be ready to explore the feelings this painting brings out and engage with your classmates to compare ideas!



Discussion Board: What's the Mood?

Welcome to the Discussion!

Let's share what we discovered as color detectives! Take a close look at Pablo Picasso's painting *The Tragedy* (1903) and think about the questions below.



• Elements of Art: Color → (https://www.youtube.com/watch?v=7DtedKc0gzk)

Elements of art: Color - Easy color theory for beginners, middle school art & ele...

Activity 2: What's the Story in Van Gogh's Sunflowers?

Look at the Painting:

Examine Van Gogh's painting *Sunflowers* (1888) below. Take a moment to observe the colors and details.

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Caption: Sunflowers by Vincent Van Gogh (1888)

COLOR DETECTIVE QUESTIONS



It's time to put on your **detective hat** and look closely at **Van Gogh's** painting! As a color detective, your job is to investigate the clues hidden in the artwork.





2. What kind of story do you think Van Gogh is trying to tell with these bright colors?



3. How do the colors in the painting work together to create harmony?

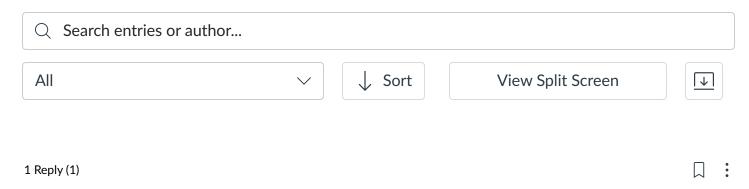
Once you've thought about these clues, share your findings on the discussion board. Remember, every great detective sees something unique, there are no wrong answers!

Next Steps: Join the Discussion



Click the **Next** button to complete the discussion board for Van Gogh's painting, *Sunflowers*.

In the discussion, you'll share your thoughts on how Van Gogh's use of colors creates mood and emotion in the artwork. Be ready to explore the feelings this painting brings out and engage with your classmates to compare ideas!



Discussion Board: Colorful Conversations: Exploring Van Gogh's Sunflowers

Welcome to the Discussion!

It's time to put on your detective hat and dive into Van Gogh's *Sunflowers* (1888)! As a color detective, your job is to uncover the story behind the painting and the emotions it conveys.



Lesson 4: Colors and Emotions – An In-Depth Discussion



Dear Color Detectives,



Have you ever noticed how colors can make you feel happy, calm, or even a little sad?

Colors are like secret storytellers, they can change how we see the world and how we feel about art.

In this lesson, we'll become color detectives and uncover how artists use colors to create emotions.

Let's dive in! ##



What You'll Learn in This Lesson

Learners will examine how color theory can convey emotions in artworks, using these insights to better understand and talk about famous pieces of art.



What to Expect

- **Watch and Learn:** Discover how colors like red, blue, and yellow evoke different emotions by watching an engaging video about color psychology.
- Interactive Flashcards: Explore virtual flashcards to learn what emotions different colors represent.
- Think and Reflect: Dive into questions about how hue, saturation, and context affect emotional responses to color.
- **Test Your Knowledge:** Complete a short quiz and a matching activity to see how much you've learned!

Next Steps: Watch the Video &



• Instructions:

Watch the video "Elements of Art - Colour & Value" to learn about the properties of color:

- **Hue**: The name of the color (red, blue, yellow, etc.).
- Value: How light or dark a color is.
- Saturation: How bright or dull a color looks.
- Let's dive into the world of color psychology!

• Elements of Art - Colour & Value | Properties of Colour (Hue, Value & Saturation)

□→ (https://www.youtube.com/watch?v=H3o0kPhEjRc&t=277s)

Elements of Art - Colour & Value | Properties of Colour (Hue, Value & Saturation...

Hue, Value, and Saturation



Become a Color Detective! 🏂

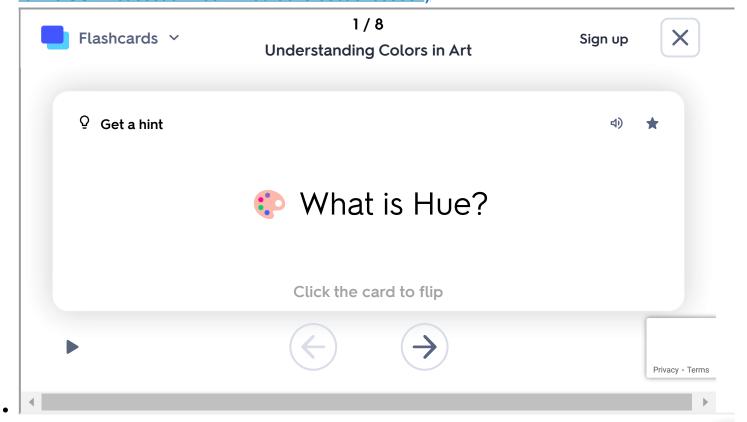


Now that you've learned about Hue, Value, and Saturation, it's time to put your skills to the test as a **Color Detective!**

Click the Next button to explore the Understanding Colors in Art Flashcards. These flashcards will help you uncover how Hue, Value, and Saturation work together to create emotions, harmony, and balance in art.

Get ready to crack the color code and discover the secrets artists use to bring their masterpieces to life! 🐑 🏂

• Flashcards: Understanding Colors in Art ⇒ (https://quizlet.com/976648460/flashcards? funnelUUID=0ac8ea32-2331-419d-9618-350a81e0e6c7)



Reflection Quiz: Elements of Art - Colour & Value

- Due No due date
- Points 4
- Questions 4
- Time Limit None
- Allowed Attempts 3

Instructions

Directions for Color Detectives



This lesson taught you so much about Hue, Value, Saturation, and Harmony. Now it's time to put your skills to the test with a short quiz!

In this quiz, you'll:

- Solve questions about how these color properties create emotions and harmony in art.
- Use your detective knowledge to analyze the clues and pick the correct answers.

💡 **Pro Tip:** Take your time, think about what you've uncovered, and show off your color expertise. L´ 🔈 see how well you can crack the color code!



Click Begin Quiz to get started! 🧎 🎨

Begin Quiz

Reflection Quiz: Elements of Art - Colour & Value

Started: Dec 3 at 8:36pm

Quiz Instructions

Directions for Color Detectives



C. It determines the actual name of the color, like red or yellow.

This lesson taught you so much about **Hue**, **Value**, **Saturation**, and **Harmony**. Now it's time to put your skills to the test with a short quiz!

In this quiz, you'll:

- Solve questions about how these color properties create emotions and harmony in art.
- Is use your detective knowledge to analyze the clues and pick the correct answers.

💡 **Pro Tip:** Take your time, think about what you've uncovered, and show off your color expertise. Let's see how well you can crack the color code!

Click **Begin Quiz** to get started! 🧎 🎨 Question 1 1 pts Question 1: How can hue affect emotions in art? A. Hue can create specific emotional reactions, like red evoking excitement or blue evoking calmness. \bigcirc B. Hue determines how bright or dull a color appears. C. Hue is responsible for creating light and dark tones in art. D. Hue has no impact on emotions in art. Question 2 1 pts Question 2: What does saturation do in a piece of art? \bigcirc A. It creates emotional responses by controlling the lightness or darkness of colors. B. It adjusts how vivid or muted a color appears, affecting the intensity of the mood.

D. Saturation does not affect mood in art.	
Question 3 1 pts	
Question 3: Which property of color is most important for creating dramatic moods in art?	
O A. Hue (e.g., red, blue, yellow)	
O B. Value (lightness or darkness)	
○ C. Saturation (intensity)	
O. All of the above work together to create drama.	
iii Question 4 1 pts	
Question 4: How does value affect emotions in a painting?	
A. Lighter values create a sense of brightness and happiness, while darker values can create mystery or sadness.	
\circ	
B. Value determines the intensity of a color and how bright or dull it looks.	©
C. Value helps to name the color (e.g., red or blue).	
O D. Value has no effect on emotions in art.	
Not saved Submit Qui	iz
Not saved Submit Qui	14

Final Project - Expressing Emotion Through Art

Start Assignment

- Due No Due Date
- Points 16
- Submitting a text entry box, a website url, or a file upload



Assignment Overview

Based on the color theory and color psychology concepts discussed in this course, you will create a unique piece of art that conveys an emotion of your choice. You must create your artwork following one of the creation options below:

- Manipulate a Neutral Template to Convey Emotion
 - Using the neutral template linked https://www.canva.com/design/DAGXgZNpvxU/2Ori8jcLJFgCo2_GAORKcw/view?
 utm_content=DAGXgZNpvxU&utm_campaign=designshare&utm_medium=link&utm_source=editor)
 apply color schemes and design elements to transform its mood and highlight a specific emotion.
- Design a Character Representing a Specific Emotion
 - Create an original character that visually represents a specific emotion by applying design elements like shape, texture, and color to emphasize the emotion.

Steps to Complete the Assignment

- 1. Select Your Emotion and Media
 - 1. Select the emotion you want to express. Examples: happiness, fear, love, confusion, etc...
 - 2. Decide on the creation option (listed above) and your media technique. Examples: pencil shading, watercolor, digital art, collage, etc...
- 2. Research and Plan Your Artwork
 - 1. Review the course concepts about color theory and color psychology.
 - 2. Sketch or outline your ideas before initiating work on your final piece.
- 3. Create Your Artwork
 - 1. Dedicate time to focus on your art piece and produce it using your selected technique.
- 4. Reflect and Present on Your Artwork
 - 1. Prepare a short explanation of your artwork (3-5 sentences) for an in-class presentation.
 - 2. Use your explanation to describe your artistic choices and how they convey your chosen emotion.

Timeframe

This assignment must be completed before the scheduled in-class portion of the *Color Psychology: Emoting Through Creative Expression* course.

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Submission Details

- Submit your completed artwork as a text entry, website URL, or file upload.
- 2. Bring your completed artwork to the next in-person class session.
- 3. Be prepared to display your artwork, present your explanation of your artistic choices, and participate in a discussion with your peers.

Some Rubric

Criteria Expression of Emotion	Ratings				Pts
	4 pts Excellent Emotion is evident and engaging.	3 pts Good Emotion is clear and well conveyed.	2 pts Needs Improvement Emotion is somewhat clear but lacks impact.	1 pts Minimal Effort Emotion is unclear or not evident.	4 pts
Use of Design Principles	4 pts Excellent Design principles are applied expertly.	3 pts Good Design principles are applied effectively.	2 pts Needs Improvement Some design principles are applied.	1 pts Minimal Effort Limited or no use of design principles.	4 pts
Creativity	4 pts Excellent Work is highly original and imaginative.	3 pts Good Work shows originality and creativity.	2 pts Needs Improvement Work is somewhat original but predictable.	1 pts Minimal Effort Work lacks originality and effort.	4 pts
Technical Proficiency	4 pts Excellent Mastery of chosen material and technique.	3 pts Good Good proficiency in chosen material and technique.	2 pts Needs Improvement Limited proficiency with some inconsistencies.	1 pts Minimal Effort Minimal proficiency; lacks control.	4 6

Total Points: 16

Activity: In-Class Discussion and Presentation



Activity Overview

After completing the final project, Expressing Emotion Through Art, students will attend an in-person session to conclude the *Color Psychology: Emoting Through Creative Expression* course. Each student will have the opportunity to display their unique artwork, deliver a prepared presentation on their artwork, receive peer and instructor feedback on their artwork, and respectfully critique the artwork of their peers.

Activity Format for Each Student

- Student Presentation (2-3 minutes per student)
 - Each student will deliver a short presentation (3-5 sentences) describing their artistic choices and how they conveyed their chosen emotion.
- Peer Feedback and Discussion (3-5 minutes per student)
 - Non-presenting students will share their observations on their peer's artwork. Observational feedback will focus on stand-out details, the effectiveness of emotional portrayal, and suggestions for improvement.

- Instructor Feedback (2-3 minutes per student)
 - The instructor will provide feedback to the presenting student that highlights the artwork's strengths, areas for growth, and questions for reflection on their artistic decisions.

Instructor's Guide for Lesson 6: Color Theory and Psychology in Action (Discussion)

Instructor's Guide

Instructors should adhere to the established Instructor's Guide to facilitate meaningful discussions regarding color psychology and foster critical engagement between students. The Instructor's Guide can be found https://docs.google.com/document/d/19Ogh-Lud5EaBUafuusxVAQbuN1B7Yo9-yxPCiQolHMo/edit?usp=sharing).



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Instructor Guide

Color Psychology: Emoting Through Creative Expression

EME 601

Course Created by:

Asia Brown

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Polleana Mary Muñoz

Melanie White

Color Psychology: Emoting Through Creative Expression

Course Description

This course will focus on color theory and dive deeper into color psychology, ultimately allowing learners to apply what they have learned regarding the relationship between color and emotions. The course will be a combination of online, asynchronous learning culminating in an in-person lesson, making it a hybrid form of instruction. Throughout the course, the tasks progress from simple to complex, each component contributing to the learner's success in creating their final project, which is the ultimate outcome of the course. At the end of the course, the learners will have complete autonomy regarding the design and creativity of their artwork.

Instructional Goal

Upon completing this conceptual instruction, middle school students will apply color psychology principles to effectively convey emotions through a visual art project.

Target Audience

The primary audience for this course consists of middle school students in grades 6-8, generally aged 11-14. These learners likely have a basic understanding of primary, secondary, and complementary colors but limited knowledge of advanced color theory concepts such as hue, saturation, and how color impacts emotion. This age group often exhibits curiosity, creativity, and a strong desire to explore new perspectives, making them well-suited to engage with color psychology. As adolescents, they are at a developmental stage where abstract concepts are increasingly accessible to them, though they still benefit from tangible examples and relatable applications. The course builds on their foundational knowledge by introducing them to the psychological and emotional effects of color, helping them connect these concepts to their own lives and creative expressions. The learners are assumed to have prior knowledge of color theory and can conceptualize an art piece independently. They are expected to work asynchronously and are subjected to deadlines for accomplishing each task.

Course Context

The course, *Color Psychology: Emoting Through Creative Expression*, will be administered through a hybrid approach that combines an online learning module hosted by the Canvas learning management system with reinforcement through face-to-face instruction led by a middle school art teacher. Additionally, the course will be designed to remain effective for in-person delivery and contribute to efficient use of time and resources, eliminating the need to constantly modify the lesson format.

This course will be offered annually as part of a middle school summer educational series of lessons on art elements and theories. During in-person sessions, the instructor will require a computer device and a monitor or screen to project for better student visibility. The course will be structured towards independent learning with minimal collaboration.

Instructor's Guide for In-Class Presentations and Discussion: Color Psychology: Emoting Through Creative Expression

Objective:

The instructor shall facilitate meaningful presentations and discussions, allowing learners to articulate their creative processes, share constructive feedback with peers, and receive guidance to enhance their artistic expression.

Session Structure (Lessons 1-5)

Lessons 1-5 are offered to students online through the Canvas learning module.
 The instructor requires students to complete Lessons 1-5 before engaging in
 Lesson 6, which is in class.

Session Structure (Lesson 6)

- 1. Opening the In-Class Session
 - a. Welcome Students and Brieftly Review Goals
 - i. Encourage creative expression and verbalization of ideas
 - ii. Provide constructive feedback to peers
 - iii. Learn by sharing observations and engaging in discussions
 - b. Set the Ground Rules
 - i. Everyone must be constructive and respectful with feedback
 - ii. Everyone must actively listen and allow presenters to complete their presentation before engaging in a discussion
 - iii. Everyone should try to share specific feedback instead of offering vague criticism or praise
- 2. Student Presentations (2-3 minutes per student)
 - a. Format
 - Each student will display their artwork and share their presentation with the class
 - ii. Open the floor for critiques and questions from peers
- 3. Peer Feedback and Discussion (3-5 minutes per student)
 - a. Guide Students in Providing Feedback

- Articulate prompts to inspire insightful critique from students:
 - 1. How do you think emotion is conveyed in the artwork?
 - 2. Based on your understanding of color psychology, how does this art piece make you feel?
 - 3. What component of the art piece stands out and why?
 - 4. Would you offer any suggestions for improvement?
- b. Facilitate Dialogue Amongst Students
 - Provide all students with the opportunity to engage in the conversation
 - Redirect the conversation if student critiques are inappropriate or off-topic
- 4. Instructor Feedback (2-3 minutes per student)
 - a. Offer each student detailed feedback on their artwork. Feedback should highlight:
 - Strengths in terms of emotional representation, design, creativity, and technique
 - ii. Areas for growth and improvement
 - iii. Questions to encourage deeper reflection on the student's artistic choices
- 5. Closing the In-Class Session
 - Discuss the common strengths observed across the student artwork and presentations
 - b. Summarize the common critiques for improvement in future artwork

c. Reflect on the discussion and peer-feedback segments to inspire similar engagement in future projects