

# COLOURS AND FEELINGS

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On behalf of The World Association of Technology Teachers

## W.A.T.T.



World Association of Technology Teachers

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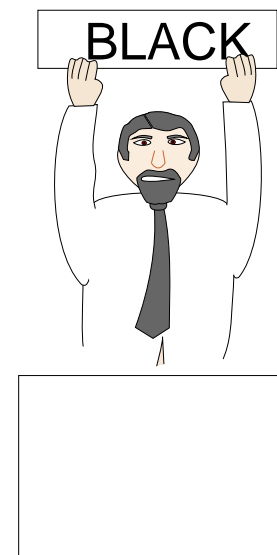
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Designers have a large range of colours at their disposal and most are well aware that certain colours are associated with feelings and emotions. Designers, companies and manufacturers use colours cleverly to promote a certain feeling about their products.

Shade in the shirts with the colour on each name plate . Underneath each, place words that represent the feelings/emotions associated with the colour. Use your own words or select them from below.

FEAR-CALM-WARNING-SERENE-BLOOD-ENVIRONMENT-ANGER-ENVY-NATURAL-COWARD-DREAMS-WEAK-REPENTANCE-WARMTH-PUREENERGY-HYGIENIC-HAPPY-CLEAN-GOODNESS-EVIL-COLD-COOL-SINISTER-MOURNING-ICE-DEATH-CHILLED-DARKNESS-MYSTERY



Name four well known products and name the main colour used on the packaging or the product itself

PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
COLOUR	COLOUR	COLOUR	COLOUR