

COLOURS AND MOODS/EMOTIONS

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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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1. Why do people often associate colours with feelings / emotions. Explain your answer by including two examples of the way colours can change the way we feel or our emotional state.

Try the following experiment:

Ask your teacher if you can temporarily cover the class set of books with equal numbers of deep blue and bright red covers. Mix the covered books so that the books are randomly arranged on a desktop. As the pupils enter the classroom ask each to pick up a copy of the book. Do not try to influence their selection and do not explain that it is an experiment. If they ask why the books are covered simply say that each book has a protective cover. You will soon be able to determine which colour is most popular.

What colour is the most popular?

Ask the pupils who chose red, why did you select this colour? Write a summary of their answers below.

Ask the pupils who chose dark blue, why did you select this colour? Write a summary of their answers below.

Sit in the centre of a business area or a city/town centre. Look at the colour of the clothing of the office workers as they pass by. What colours do they wear? It is likely that they wear darker colours (associated with official/serious office work) rather than light, bright and colourful clothing. Describe what you found below.

What colour do you associate with feeling cold? Explain your answer.

What colour do you associate with feeling hot? Explain your answer.
