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* Model Test Paper (Sub. code - 105)

Mark's \Rightarrow 15 II Test (Colour & conation)
Time \Rightarrow 1 hour

* Explain the attributes of colours? (9)

Ans: \Rightarrow More recently, studies have shown that colour can affect you when you don't see them.

Exactly how does this happen? Attached to the human brain is the pineal gland, which controls the daily rhythms of life.

* Red colour: \Rightarrow Red is the colour of fire & blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire & love.

* Orange colour: \Rightarrow orange combines the energy of red & the happiness of yellow. It is associated with joy, sunshine, & tropics. Orange represents enthusiasm, fascination, happiness, creativity, attraction, success, encouragement, & stimulation. Orange increases oxygen supply to the brain, produces an invigorating effect, & stimulates mental activity. It is the colour of fall & harvest.

* Yellow colour: \Rightarrow yellow is the colour of sunshine. It is associated with joy, happiness, intellect & energy. It produces a warming effect, arouses cheerfulness, stimulates mental activity & generates muscle energy.

Yellow is often associated with food & brightness. Yellow is very effective for attracting attention so use it to highlight the most important elements of your design.

* Green: \Rightarrow green is the colour of nature. It symbolizes growth, harmony, freshness & fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

(2)

* Blue: \Rightarrow Blue is the colour of the sky & sea. It is often associated with depth & stability. It symbolises trust, loyalty, wisdom, confidence, intelligence, faith, truth & heaven.

* Purple: \Rightarrow Purple combines the stability of blue & the energy of red. Purple is associated with royalty. It symbolise power, nobility, luxury & ambition. Purple is associated with dignity, independence, creativity, mystery, & magic.

* White: \Rightarrow white is associated with light, goodness, innocence & purity. It is considered to be the colour of perfection. White means softy, purity & cleanliness. As opposed to black, white usually has a positive connotation.

White can represent a successful beginning. In heraldry, white depicts faith & purity. In advertising, white is associated with coolness & cleanliness because it's the colour of snow.

Black: \Rightarrow Black is mysterious colour associated with fear & the unknown. its is negative connotation. it's denoting strength & authority. Black gives the feeling of prestige & depth, but the black background diminishes readability. A black suit or dress can make you look thinner.

(3)

* Explain the importance of colour in our lifestyle with example? (6)

Ans: ⇒ our life is so colourful with colours, without colour our life will be black & white, seems very dull & low like our black & white television.

The importance of colour in our lifestyle are numerous like in clothes, furniture, houses, uniforms & many more.

With the help of colours, we can indicate our feelings & emotions. Like red colour is the colour of love used for bride. White colour is used in funeral for sadness.

With the help of colours, we can give information like red light in machine or instrument is for alert information.

In traffic light every colour gives different information to drivers & walking on the road.

Every colour of our flag indicates different emotion & lessons.

Like saffron colour is for折衷, white is for peace & green is for harmony.

Warm colours are the colours of day yellow, orange & red.

Even our nature indicates the nature of our colours, our body react according to that.