

Name _____

Period _____

Color Theory

1. What are the primary colors?
2. What are the secondary colors?
3. What are tertiary colors?
4. What are complementary colors?
5. What are analogous colors?
6. What are warm colors?
7. What are cool colors?
8. What are tints?
9. What are shades?
10. What are neutral colors?
11. What is RGB color and where is it used?
12. What is CMYK color and how is it used?

13. What is color theory?

14. What does the color red symbolize?

15. What does the color orange symbolize?

16. What does the color yellow symbolize?

17. What does the color green symbolize?

18. What does the color blue symbolize?

19. What does the color purple symbolize?

20. What does the color black symbolize?

21. What does the color white symbolize?

22. What color does Nike's site use to convey power?

23. What colors does the White House site use and what do they convey?

24. Why is Amazon's website mostly white?

25. What colors does Verizon use and why?

26. What colors does Best Buy use and why?

27. What colors does Charles Schwab use and why?

28. What colors does Dodge use and why?

29. What colors does Whole Foods use and why?

30. If you created a website all about you, what colors would you use and why?