






NAME:

GROUP:

## COLOR MEANING

Color Symbolism, by Read Write Now - <https://youtu.be/u4jc3KzqaOM>

Drag the texts to complete the table.

	Where? Psychological aspects	POSSITIVE ASSOCIATIONS	NEGATIVE ASSOCIATIONS
	<i>darkness, night</i>		<i>isolated empty sterile plain</i>
	<i>light</i>		<i>dull lifeless inactive indifferent</i>
	<i>rocks, stones sturdiness</i>		<i>anger fire danger emergency</i>
	<i>chocolate, cafe A natural and earthy color. It can be very soothing</i>		<i>serious secretive grief fear</i>
	<i>blood, fire raises the heart rate and increases appetite, moves forwards</i>		<i>drab boring frugal predictable</i>
	<i>sun releases serotonin, the happiness hormone, grabs attention</i>		<i>childish frivolous emotional needs unrealistic expectations</i>
	<i>sunset, fall leaves, fruits attention-getting color color, call to action</i>		<i>brash superficial naive exhibitionist</i>
	<i>blissoms</i>		<i>critical impulsive cowardice jealousy</i>
	<i>nightfall stimulates problem solving, the most expensive color to historically produce</i>		<i>greed evil jealousy inexperience</i>
	<i>sky, water, ice moves backwards, creates depth</i>		<i>pompous impractical cynical corrupt</i>
	<i>nature, plants easiest color for the eye to process</i>		<i>cold unfriendly depression melancholy</i>



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