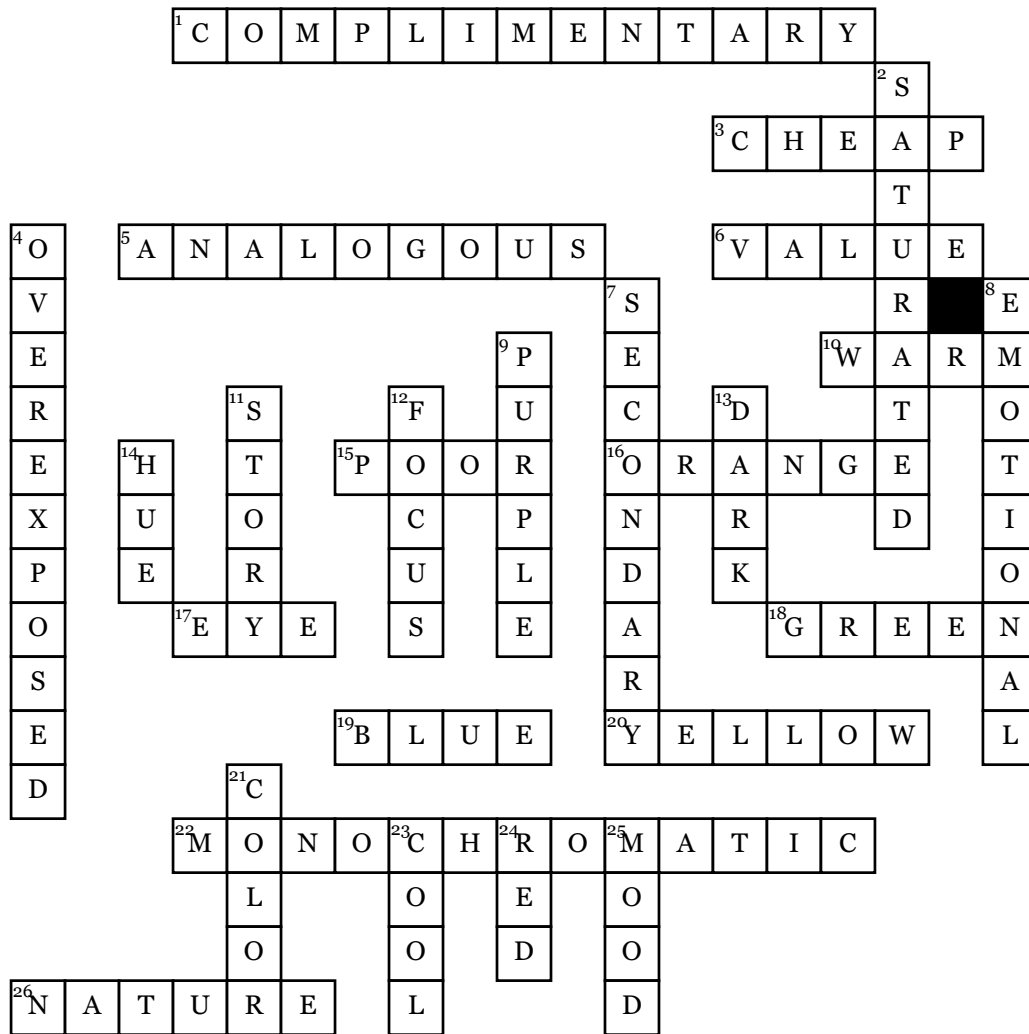


Name: _____

Date: _____

Psychology of Color Test Review



Across

1. _____ colors are opposite colors.
3. Colors disliked by men & women are often seen as _____.
5. _____ colors are color wheel neighbors.
6. The brightness or darkness of a color.
10. On the color wheel, orange is a _____ color. (warm or cool)
15. _____ color choice can negatively change the impact of your message.
16. The complimentary color to blue is _____.
17. Colors can guide the viewers _____ to what is important.
18. The complimentary color to red is _____.
19. This color is mostly favored by both men & women.

20. The 3 primary colors are red, blue and _____.
22. _____ colors are a single color with tints, shades & tones.
26. Analogous color schemes are seen a lot in _____.

Down

2. A photo that is too _____ gives your eyes no place to rest.
4. An _____ image is very light in a photograph.
7. Primary colors are used to create the next level of colors, called _____ colors.
8. Color is an _____ cue.
9. This color mostly represents mystery, royalty or spiritual.

11. Monochromatic images create an "atmospheric" effect because you focus on the _____ instead of the color.
12. Jesus is usually wearing red to _____ attention on him and make him look powerful.
13. An underexposed image is very _____ in a photograph.
14. In photography, _____ is the natural color before any shades, tints or tones are added.
21. In a sea of marketing, _____ helps your content stand out.
23. On the color wheel, blue is a _____ color. (warm or cool)
24. What 2 colors trigger hunger? Yellow and _____.
25. Photographers can use color to change the _____ of the scene.

Word Bank

cheap
overexposed
color
poor
orange

warm
monochromatic
saturated
story
mood

cool
hue
complimentary
analogous

green
nature
dark
value

secondary
blue
focus
eye

purple
yellow
red
emotional