

CHAPTER 3 QUIZ: COLOR + PERCEPTION + BEHAVIORAL RESPONSE

Name: _____/33

Multiple Choice—Print the best answer on the line next to the corresponding question number.

Questions 1 and 2 only: According to the Perceptual Properties chart...

- _____ 1. ...the most positive association to the color red is _____.
- A. Relaxing
 - B. Aggressive
 - C. Festive
 - D. Renewal
- _____ 2. ...a negative association to the color green is _____.
- A. Gloomy
 - B. Mold
 - C. Bad luck
 - D. Surrender
- _____ 3. Color choices for an interior should be made _____.
- A. When the walls are complete and ready for finishes
 - B. Only after the space has been designed
 - C. At the Architect's convenience
 - D. Throughout the spatial design process
- _____ 4. The practice of using colored light and color in an environment...to bring about a beneficial health effect is called _____.
- A. Chromo Stimulation
 - B. Chromotherapy
 - C. Chromo Messaging
 - D. Chromozoning
- _____ 5. Which statement below is false?
- A. Cones are sensitive to daylight
 - B. Rods are sensitive to bright colors
 - C. Rods are the value sensors
 - D. Cones are the color receptors

_____ 6. Ageing causes a yellowing or clouding of the eye's lens which results in _____

- A. Increased sensitivity to yellow light
- B. Inability to perceive red hues
- C. Reduced sensitivity to levels of contrast
- D. None of the above

7. List three potential solutions involving color and light you could implement as a designer that would aid an elderly person. (3 pts)

1. _____

2. _____

3. _____

_____ 8. Our experience of color can be categorized into four types. Select the answer that lists two of them?

- A. Luminosity and emotional response
- B. Luminosity and hue
- C. Emotional response and perception
- D. Mood and value

9. Our visual perception of color can be influenced by _____. (4 pts)

Indicate a true (T) or false (F) statement

_____ color surrounding the object.

_____ size of the color area

_____ surface characteristics.

_____ warm versus cool hues

_____ 10. According to the text, which color is a good choice for use in a basement with no windows?

- A. White
- B. Any tint
- C. Warm colors
- D. Yellow

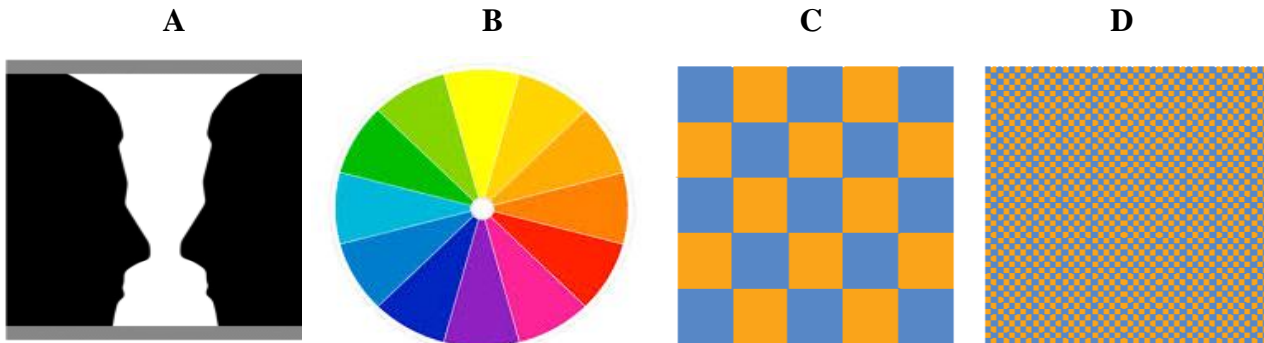
11. List the seven distinct types of color contrast. (7 pts)

12. If you walked into a room and the color palette was a variety of tones, tints and shades of the same color, what type of contrast would that be?

13. The Bezold effect is most common in what type of material?

- a) Stone
- b) Textiles
- c) Wood
- d) Glass

13. What figure best illustrates the optical mixing along the lines of the Bezold Effect?



14. If you were looking for the latest and hottest color trends in what industry would you look for inspiration?

- A. Furniture
- B. Graphic Design
- C. Auto
- D. Fashion

_____12. Circle the design principles (8pts)

Shape	Rhythm	Emphasis	Composition	Unity	Symmetrical
Balance	Pattern	Proportion	Contrast	Scale	Programming
Vibrancy	Harmony	Saturation	Continuation	Anomaly	Variety

