

GRADE 11 · UNIT A: FOUNDATIONS — THE DESIGN PROCESS & PURPOSE

Color Theory Deep-Dive: Psychology, Culture & Accessibility

Lesson 5 of 44 · Day 1 of 2

DO NOW

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TODAY'S PLAN

Do Now

5 min

Mini-lesson

15 min

Guided practice

10 min

Independent practice

15 min

TODAY'S VOCABULARY

Monochromatic Scheme

Analogous Scheme

Triadic Scheme

EXIT TICKET

Pick one brand's logo colors and explain the psychology behind why you think they chose that color.