

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

Color Theory Deep-Dive: Psychology, Culture & Accessibility

Lesson 5 of 44 · Day 2 of 2

DO NOW

Name the 3 color schemes from yesterday.

TODAY'S PLAN

Do Now

5 min

Mini-lesson

12 min

Hands-on

23 min

TODAY'S VOCABULARY

Color Psychology

Contrast Ratio / Accessibility

EXIT TICKET

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