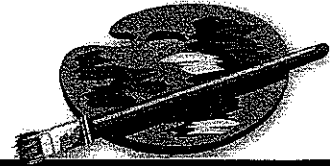


# The Meaning of Colors



## OBJECTIVE:

To create a PowerPoint presentation that describes and illustrates the meaning of popular colors



## PROJECT SCENARIO:

When you wake up in the morning and decide what to wear, not only do you make sure that your clothes match, you usually pick something that reflects how you feel that day. The colors you choose are important because they can define your mood and emotions. This theory goes way beyond your outfit for the day and can be applied to most anything that involves color. Color is symbolism and it affects us psychologically. Colors can stimulate or suppress our appetite and they can make us happy, excited, angry, or sad. In this project, you will create a PowerPoint presentation that describes the meaning of a variety of popular colors.



## STRATEGIES AND DESIGN TIPS TO FOLLOW:

1. Use a maximum of one or two fonts (typefaces) throughout your presentation.
2. Keep all of the headlines the same point size on each slide.
3. For the body text on each slide, use a point size that can easily be read by your audience.
4. Pay close attention to the formatting instructions for each slide in this presentation.



## BEFORE YOU BEGIN:

1. Carefully read through all parts included in this project.
2. Prior to starting any work on your computer, use the *Present It! Planning Layout Form* to sketch the content, layout, and design of the presentation you will be creating for this project. Use multiple copies if necessary.
3. Use the *Present It! PowerPoint Presentation Tips* provided in the Introduction as a guide while working on this project.
4. Unless otherwise noted, the layout, design, type size(s), and style(s) for this project will be left for you to decide.



## New Skills Reinforced:

In this activity, you will practice how to:

1. format text.
2. change background color of slides.
3. change text color.
4. apply standard bullets.

# Project #2: The Meaning of Colors



## INSTRUCTIONS:

1. Using Microsoft PowerPoint, create a NEW blank presentation.
2. Save the presentation as **PROJECT 2 - COLORS**.
3. Edit **slide 1**.



Using separate text boxes, key the text as shown.



- Place text box 2 in the bottom right corner.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1	The Meaning of Colors
2	Presented by: [Your name] [Project number and title] [Current date]

4. Insert **slide 2**.



Using separate text boxes, key the text as shown.



- Format all of the text on this slide to the color red.
- Format the list using standard bullets.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1	The Color Red Can Symbolize:
2	Energy and Determination Danger and War Strength and Power Passion and Love

5. Insert **slide 3**.




Using separate text boxes, key the text as shown.



- Change the background of this slide to orange.
- Format the list using standard bullets.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1	The Color Orange Can Symbolize:
2	Fascination and Encouragement Enthusiasm and Success Happiness and Attraction Joy and Sunshine



# Project #2: The Meaning of Colors

6. Insert **slide 4**.



Using separate text boxes, key the text as shown.



- Change the background of this slide to green.
- Format the list using standard bullets.
- Format all of the text on this slide to the color white.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1	The Color Green Can Symbolize:
2	Growth and Nature Freshness and Fertility Safety and Hope

7. Insert **slide 5**.



Using separate text boxes, key the text as shown.



- Change the background of this slide to blue.
- Format the list using standard bullets.
- Format all of the text on this slide to a different shade of blue. Assure that the color contrast makes the text readable.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1	The Color Blue Can Symbolize:
2	Trust and Loyalty Wisdom and Intelligence Confidence and Truth Faith and Heaven Sky and Sea

8. Insert **slide 6**.



Using separate text boxes, key the text as shown.



- Change the background of this slide to gray.
- Format the list using standard bullets.
- Format all of the text on this slide to the color yellow.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1	The Color Yellow Can Symbolize:
2	Happiness and Joy Intellect and Energy Warm and Cheerful Spontaneous and Fresh



## Project #2: The Meaning of Colors

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9. Insert **slide 7**.



Using separate text boxes, key the text as shown.



- Change the background of this slide to purple.
- Format the list using standard bullets.
- Format all of the text on this slide to the color white.
- Format the size, style, and placement of the text and elements (if applicable) so that this slide projects a professional appearance.

1 The Color Purple Can Symbolize:

2

- Royalty and Nobility
- Power and Ambition
- Wealth and Extravagance
- Mystery and Magic

10. Resave the presentation.

11. Run the slideshow and proofread your work carefully for accuracy, design, and format.

12. Print a copy of your presentation as handouts using 3 or 6 slides per page if required by your instructor.

13. If required, present this presentation to your instructor and/or your class.