**DN MADE: Research work: Color meaning and symbolism**

**How to use the power of color in your branding\***

**\*Branding :**The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims at establishing a significant and differentiated presence in the market that attracts and retains loyal customers.

**MISSION 1: Flash the following QR Code (**[**https://www.canva.com/learn/color-meanings-symbolism/**](https://www.canva.com/learn/color-meanings-symbolism/)**)**

**read the corresponding article and do the activities below**

1. Why are colors essential for brands?

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2. Copy this grid in your notebook and fill it with information from the website

|  |  |  |  |
| --- | --- | --- | --- |
| Color | NOUNS  Positive symbolism | NOUNS  Negative symbolism or different meaning | Corresponding ADJECTIVES |
| RED | Passion, Excitement, Energy, strength, confidence, power, warmth, heat, sexuality | Danger, fire, blood | Bold, energetic, lively, powerful |
| ORANGE… |  |  |  |

**MISSION 2: REFLEXION TIME**

Observe… TRY to transform these words INTO NOUNS by using a suffix, then translate them

|  |  |  |  |
| --- | --- | --- | --- |
| \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ | Translation | NOUNS | Translation |
| Youthful |  |  |  |
| Cheerful |  |  |  |
| Sweet |  |  |  |
| Friendly |  |  |  |
| Orderly |  |  |  |
| Cheap |  |  |  |
| Stark |  |  |  |
| Trustworthy |  |  |  |

What do the following words have in common?

CONCLUSION: The suffix - \_ \_ \_ \_ added to an ……………….. forms a ………………… and indicates the state or quality of.

Find at least 10 EXAMPLES of nouns using the same suffix:

MY SCORE: ……/40

MISSION 3:Try to find the suffix which best matches the following 40 words:

alcohol approve bore brother child

close complex confess criticize curious

deep deny depart develop dictate

elegant embarrass fail flexible free

friend hero hesitate king lonely

long mad member neighbour owner

perform please race rebel relevant

retire star strong survive true

-hood

- ness

-ion

- ism

-ure

- th

-al

- dom

-ment

-ity

-ance

-ship

COMMON SUFFIXES TO FORM NOUNS (the root can be a verb)

- ship (the state or quality of, the status or office of) - hood (a group of people of the type mentioned)

- dom (the condition or state of/ the group of) - ness (the state or quality of)

- ion (the action or state of) - ment (the result of)

- ance ( the action or state of) - ity (condition or quality of)

- al ( a process or state of) - th (the action or process of)

- ure (the result of) - ism (the action or result of)

MISSION 4: Now read the previous nouns aloud and highlight the stressed syllables

MISSION 5: COLOR IDIOMS. Read and find the appropriate expression

1. My face goes \_\_\_\_\_\_\_\_\_\_\_\_\_ when I'm embarrassed. a) beet red b) golden c) silver

2. The boxer was \_\_\_\_\_\_\_ after round 10. a) green as grass b) black and blue c)a black sheep

3. If you "feel blue », you feel \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a) sick b) depressed c) hungry

4. I only eat meat once in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ a) green day b) yellow star c) blue moon

5. This job's my \_\_\_\_\_\_\_ to get experience in the industry. a) red tape b) golden opportunity c) grey area

6. If something happens "out of the blue", it's \_\_\_\_\_\_\_\_\_\_\_\_\_ a) a surprise b) unwelcome c) embarrassing

7. If you're taking "the red eye", you're taking \_\_\_\_\_\_\_\_\_\_\_\_\_\_ a) a slow bus b) an early train c) a very late flight

8. We were given the \_\_\_\_\_\_\_ to take time off for our holiday. a) black sheep b) green light c) white lie

9. If you're born with a silver spoon in your mouth, you're born into a \_\_\_\_\_\_\_ family. a) rich b) strange c) poor

10. People often show their \_\_\_\_\_\_\_ when they've had too much to drink. a) true blues b) true colours c) flying colours

MISSION 6: Find out an equivalent expression for the following words or definitions in MISSION 5, then translate them

|  |  |  |
| --- | --- | --- |
| **DEFINITION** | **IDIOM** | **TRANSLATION** |
| 1. To reveal your real nature |  |  |
| 2. Very rarely |  |  |
| 3. To be sad |  |  |
| 4. A perfect chance |  |  |
| 5. A person who is flushing |  |  |
| 6. A misfit |  |  |
| 7. A fib |  |  |
| 8. Badly bruised |  |  |
| 9. Unexpectedly |  |  |
| 10. Bureaucracy |  |  |
| 11. An unclear issue |  |  |
| 12. To take a late night plane flight |  |  |
| 13. Have a wealthy upbringing |  |  |
| 14. Authorization to begin |  |  |
| 15. Loyal, faithful |  |  |
| 16. Brilliantly (pass an exam) |  |  |

MISSION 7: Design Project

- Choose a color and find 10 brands that use it on their logo. Print them.

- Combine your 10 logos on an A4 POSTER. Use the collage technique to make your poster unique.

- Add up 5 nouns and 5 adjectives that correspond best to the colour you’ve chosen and your composition.

- Answer this question, how does this colour make you feel, using at least 2 adjectives.