



Exploring the Meaning of Color



In this teacher-led activity, your students will explore the meanings of different colors. Follow the directions below to conduct the activity.

1. Divide the students into seven teams.
2. Assign each team a color: red, yellow, blue, green, purple, orange or pink.
3. Direct students to the [Color Matters — Meanings of Colors](http://www.colormatters.com/color-symbolism/the-meanings-of-colors) page at *www.colormatters.com/color-symbolism/the-meanings-of-colors*. Have each team review the article about their assigned color and create a list of key points outlining the meaning of that color. The articles provide enough key points for each team member to share one or two points.
4. Have each team use a search engine to locate two sites that use their assigned color as the primary site color (search "best red Web site designs," for example).
5. Have each team present their findings to the class.