**Color Exercises**

1. Find an example of an ad that has obvious use of color. In your notebook, write a phrase that describes the use and feeling line and how it affects the overall design and message of the ad.

2. Obtain a blank copy of the color wheel. Color in the spaces with the appropriate colors, label the primary and secondary colors and label the names of each color.

3. Obtain a blank copy of the Snake Quiz. Create a colored design for each snake following the directions for color schemes.

4. Obtain a blank copy of the Logo & Color Selection handout. Color the examples using three different color schemes using your knowledge from the “Color Selection” section. Experiment with how the same design changes feeling when you change the colors.
   a. Describe how the change in color affected the feel/meaning of the design.