

ZETTL - STUDY GUIDE - CHAPTER 5
Revised: 9/23/05

1. What are the PRINCIPAL FUNCTIONS of color?
2. What is the INFORMATIONAL FUNCTION of color?
3. What is the COMPOSITIONAL FUNCTION of color?
4. What are COMPLEMENTARY COLORS?
5. List factors that might “upset” color composition.
6. What is COLOR ENERGY?
7. What is EXPRESSIVE FUNCTION of color?
8. How would the creative team express the ESSENTIAL QUALITY OF AN EVENT through the use of color?
9. How does color add excitement and drama?
10. How can color function as a PRINCIPAL EVENT?
11. How can color establish MOOD?
12. What is the effect of a SINGLE HUE?
13. What is DESATURATION THEORY?