



THE LAWRENCE SCHOOL, SANAWAR® WORKSHOP

Workshop of Upper-VI A Psychology/Fashion Design Students

Date: 9/3/2024

Location: Chapel

Subject: Psychology and colours

Resource Person: Dr. Naynika Singh



COLORS & PERSONALITY



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RATIONALE

Colors are very important in our lives as they directly influence our well-being, mood & perception.

Color psychology is the study of colors in relation to human behavior. It aims to determine how color affects our day to day decisions pertaining to health, well-being, emotions, consumer behavior etc.

Perception of colors depends on several factors: shade, type of light (daylight or artificial, intense or dim) our general welfare, our mood etc.

LEARNING OUTCOMES:

1. The workshop helped the students to identify their personality colours. A short test was designed by the Subject expert for the same.
2. Students were briefed about the Brand Logos and the colours used in those specific Logos.
3. They really enjoyed the activity. “Colour Personality Quiz “was administered on the students that helped them to identify their colour choices and hidden meaning behind their choices of colours.
4. Students were able to relate to their colour preferences and it’s meaning and moreover it helped them to know about their peers choices and interpretations behind the colour choice.

Davesh Verma

Psychology Teacher

