

Name _____

Planning for Themes and Colors Activity

Chapter 5 – Activity 5-2

Open your Internet Browser and access the following URL:

<http://academic.cengage.com/school/digitools/corpview/>

- a) Choose “Corporate Communications”
 - i) “Style Guide”
 - ii) “Presentations”
 - iii) “Color Choices”

Color Choices

1. Reds and yellows are _____ like the sun, while greens and blues are _____ like water.
2. What is a background color?
3. What is a foreground color?
4. What are the advantages and disadvantages of using white or other bright colors?
5. What are the advantages and disadvantages of using black and other very dark colors?
6. _____ backgrounds are created by adding patterns of color to a background.
7. Explain the concept of complementary colors. Use Examples.
8. Explain the concept of harmonious colors. Use examples.
9. What accommodations should be made for color blindness?
10. What are some of the problems that are created by high-contrast color choices?

Click “Back” on Browser; Choose “Number of Words Per Slide and Use of Lists”. Answer “**Controlling Eye Movement with Lines**” Questions.

Controlling Eye Movement with Lines

1. Name and explain the five basic lines or patterns that can be used in electronic slide show presentations.
2. Electronic Slide shows usually emphasize _____ lines.
3. Compare and contrast the advantages and disadvantages of the five basic lines.