

--- COLLECTIVE COLOUR ---

Colour affects our everyday lives in so many ways

- Emotional connections
- Mood / Feelings
- Brands / Packaging
- Tool of communication
- Different cultural meanings
- Design / Fashion / Interior
- Nature / Animals



--- EVERYDAY INSPIRATION ---

The main purpose of this interactive activity is to generate research, imagery and inspiration from your everyday surroundings, based around *colour*, and to draw attention to the fact that inspiration can be found is everywhere.

Photograph objects in your everyday surroundings -

Think about WHY they inspire you - what is it about the colour that draws you to the object? Are you also affected by anything else?

> texture, shape, light, associations or memories...



Erica Weide





--- HOW IT WILL WORK ---

I will ask you to get up and photograph the following:

Objects that inspire you based on their Colour

We will use Padlet to upload our images - create a shared colour board.

Please note - COLOUR does NOT have to be COLOURFUL

--- QUESTIONS? ---

YOU HAVE 5 MINUTES - NOW GO FIND: COLOUR

(Padlet link posted in chat)

Upload your images to Padlet.