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| You might wonder, "Why does color have such an impact on our brain?" Consider this: "Color is part of the spectrum of electromagnetic radiation. Other electromagnetic radiation forms include x-rays, infrared, heat, and microwaves�pretty powerful mediums" (Walker, Morton). Color is no different. Let me ask you a question. How many times in your life have you used a highlighter to highlight your History notes? I am more than willing to say numerous times. Well, have you ever you stopped to think why you did that? No? Well, I did! The brain will always remember colors before content, hence why we highlight our notes and vocabulary words. Here�s another question. When you highlight your notes, what color of highlighter do you use? Yellow, green, blue, or even orange? Well, have you ever thought about why manufacturers produce those colors of highlighters? It has actually been scientifically proven that each one of those colors promotes memory. Here is a table which shows the "Power of Color" on our emotions, and memory and learning abilities. It was constructed by Morton Walker and can be seen in his book "The Power of Color".  **The Power of Color**  **Red** is an engaging and emotive color. Best for restaurants. It is considered more disturbing by anxious subjects, and more exciting to calm subjects. Triggers the pituitary and adrenal glands and releases adrenaline. May increase blood pressure and breathing, and stimulate appetite and sense of smell.  **Yellow** is the first color a person distinguishes in the brain. Associated with stress, caution, and apprehension, yet it stimulates an overall sense of optimism, hope, and balance. Excellent for use in classrooms.  **Orange** has the characteristics halfway between red and yellow. It is one the best colors for stimulating learning.  **Blue** is the most tranquilizing color. When you see blue, your brain releases eleven neurotransmitters that relax the body and increases willingness to read by 89%.  **Green** is also a calming color. In response blood histamine levels may rise resulting in reduced sensitivity to food allergies. Antigens may be stimulated for overall better immune system healing. It increases retention and recall by 78%/  **Dark Colors** lower stress and increase feelings of peacefulness.  **Brown** promotes a sense of security, relaxation, and reduces fatigue.  **Bright Colors** such as red, orange, and yellow spark energy and creativity. They can also increase aggressive and nervous behavior.  **Gray** is the most neutral color.    ([Intro1](http://docs.google.com/introduction.html))([Intro2](http://docs.google.com/intro2.html))([Intro3](http://docs.google.com/intro3.html))([Intro4](http://docs.google.com/intro4.html))  [[Home](http://docs.google.com/home.html)][[Introduction](http://docs.google.com/introduction.html)][[Hypothesis](http://docs.google.com/hypothesis.html)][[Procedure](http://docs.google.com/procedure.html)][[Data](http://docs.google.com/data.html)][[Conclusions](http://docs.google.com/conclusions.html)][[Bilio/Links](http://docs.google.com/biblio.html)]  [[2002 Projects](http://docs.google.com/AP2002/index.html)][[2001 Projects](http://docs.google.com/index.html)][[2000 Projects](http://docs.google.com/AP2000/index.html)][[1999 Projects](http://docs.google.com/AP99/index.html)][[1998 Projects](http://docs.google.com/AP98/index.html)] |