

The Color Quiz

When I was looking for an apprentice to learn my business I developed a rather extensive application process. After interviewing the finalists, I felt I needed some further understanding of their native ability to formulate ideas in color and their grasp of the nuance of color. To that end I created this simple color quiz. The results were delightful and I think you will appreciate the creativity shown. This was the instruction:

On a card no larger than 5"x5" illustrate five of the following. Do not use literal, recognizable objects like a coffee pot, a cat etc. I would prefer you explain them figuratively using color contrasts, proportions, relationships and shapes. They can be as simple or complex as you like. Capture the essence of the idea.

Choose any five:

- Tranquility
- Truck Stop Coffee
- Disco Inferno
- Walking Through the Park
- Hula Girls
- First Class
- Enjoyment
- The Blues
- Freezing Cold
- Creole Ju Ju Black Magic
- Night Ride Home
- Tea Room

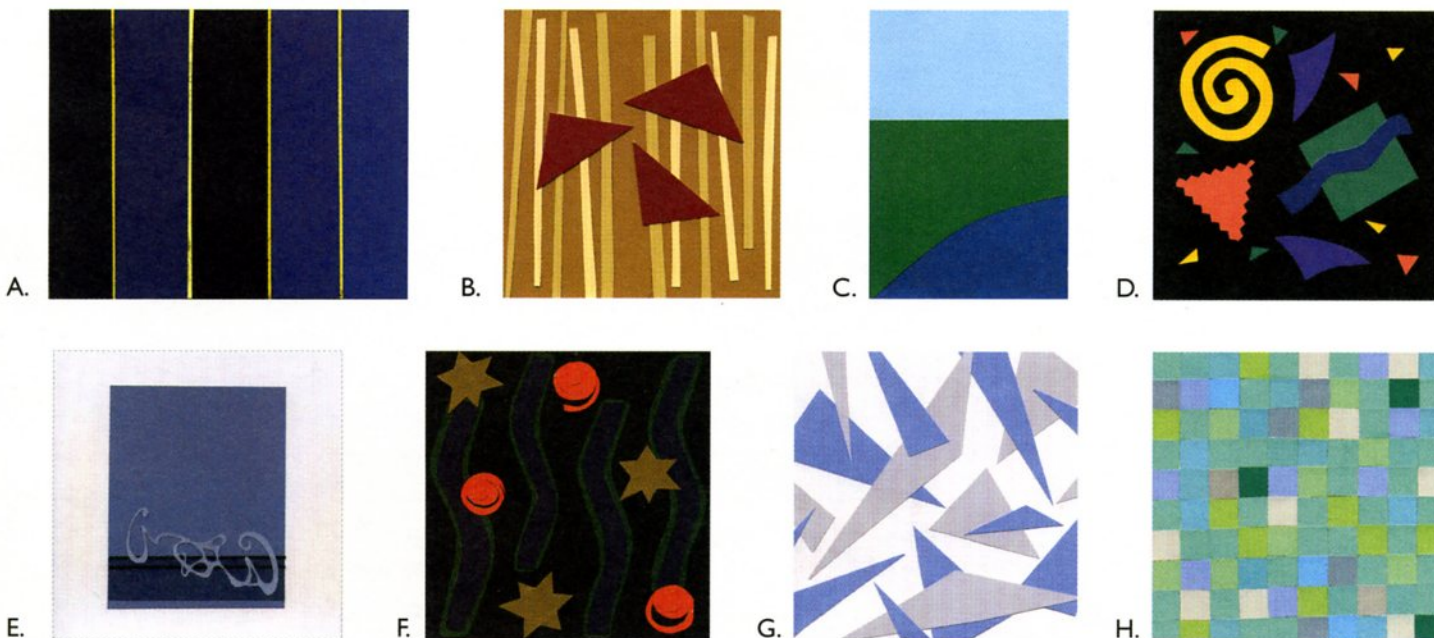


Created by: James Martin,
CMG, The Color People,
Denver, Colorado,
USA

TEST YOURSELF

Match each graphic below to the correct title from the list on the left. For answers, turn page upside-down.

THE RESULTS:



A. Night Ride Home, B. Hula Girls, C. Walking Through the Park, D. Enjoyment, E. The Blues, F. Creole Ju Ju Black Magic, G. Freezing Cold, H. Tranquility