Color

YEARBOOK Lingo



VOCAB

Directions: Choose the correct term from the word bank to answer each scenario. Use each term once.

CMYK	**Color Palette**	**RGB**
Formula Color	**Pulled Color**	

Scenario 1

A spread includes a photograph featuring navy uniforms. The designer uses the same navy color in the headline and graphic elements to connect the design to the photograph. _____

Scenario 2

The staff selects four colors that reflect the personality of its theme and plans how those colors will be used throughout the book. _____

Scenario 3

A designer is preparing a spread for production and needs to use the color model intended for ink on a printed page rather than light on a screen. _____

Scenario 4

A staff member is designing graphics that will appear only on the yearbook's website and computer screens. They will need to consider this color model. _____

Scenario 5

The same red appears differently across two monitors and a classroom projector. The staff selects this type of Walsworth color so they can determine how it will reproduce in print. _____