

Child Learning Patterns

This information is to be used towards the Child Branding project. The information was gathered from researched through various studies and scholarly journals. Though they may contain specific information, note that some theories/studies have been accepted through more than one research. Also be aware of the dates.

I believe that the implementation of these studies towards specific variables within the classroom setting and towards brand marketing efforts can help further push The Dali's children brand initiative.

- Children, like adults, are very aware of color. Color psychologists have linked color with brain development, decreased absenteeism, enhanced productivity and even transition from childhood to adulthood.
- Color can help connect the neuropathways in the brain. When correct color is found for a person's problem subject, then that subject actually becomes a lot easier for the child; the student actually experiences joy of learning. Children wearing colored goggles who were made to complete pegboard tests were found to solve the tests much faster when wearing goggles of their favorite color.
- when color passes through the retinal cells in the eyes, the receptor cells absorb the hues and send a signal to the brain where the colors are deciphered. These brain impulses also fall on the hormone regulating endocrine glands which then evoke emotional and psychological responses. (Nielson and Taylor study of 2007).
- Scientific studies have now shown that students with learning disabilities and ADHD often experience distorted color discrimination. In the University of Alberta, the color environment of 14 severely handicapped and behaviorally challenged 8 year old kids was altered dramatically. From a white fluorescent lit classroom with orange carpets and orange, yellow and white walls and shelves, it was changed to full spectrum fluorescent lighting and brown and blue walls and shelves. The children's aggressive behavior decreased and they also showed notable drop in blood pressure. When the environment was changed again to the way it was, the aggressive behavior and blood pressure changed to previous levels.

Color & Physical Reactions

- light enters the Hypothalamus which controls the nerve centers, as well as the heart rate and respiration.
- Color brings about a vascular reflex action by increasing perspiration, the eye blinking rate and also stimulating a noticeable muscular reaction.
- The reactions to temperature of the color are another matter; warm colors can calm one child but they may excite others. Likewise cool colors might stimulate one and relax another.

Color's Psychological Use

- **Blue**-Blue enhances creativity and stimulates a cool and relaxing environment. It should not be used in excess as it can also depress or invoke feelings of sorrow.
- **Red**- Red is the color of passion and strong feelings of threat, love, or excess stimulus. In school rooms it can be used in combination with other colors as it can help in detail oriented or repetitive tasks.
- **Yellow**- This is indeed the color of happiness and sunshine for children. Yellow stimulates intelligence and is ideal for use in kids' rooms, study rooms and play areas. It should not be overdone as it can make children feel stressed.
- **Green**-The color of abundance can relax and contribute to better health in kids.
- **Pink**-This is a calming color. It can lower heart rate.
- Purple-This color ideal for kids as it is attention grabbing.
- **Orange**- Many educational institutes use this color as it enhances critical thinking and memory. Test rooms in this color are known to enhance performance in exams.

Frank H. Mahnke's: colors based on age/academic environments

- **Pre-school and elementary school**-Warm and bright color schemes are ideal.
- **Upper grade and secondary**-Cool colors are recommended to enhance concentration
- **Hallways**- Wide range of colors can be used to impart distinctive personality.
- **Libraries**-These do well with cool green or pale/light green for enhancing quietness and concentration.

Source used for sections above: <https://www.color-meanings.com/color-psychology-child-behavior-and-learning-through-colors/>