

Improve Learning with Color



Want to impact student performance?

Make worksheets and quizzes colorful. A survey of more than 1,000 kids says color helps them learn.

77%

agree color documents boost:
Focus
Interest
Memory

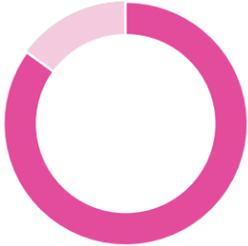
85%

of educators agree it's easier to gain budget for devices that impact learning²

58%

of educators agree color improves learning and retention²

85%



believe color makes it easier to understand charts and graphs¹

Students believe they could learn more with color copies in:¹



58%

Science



46%

Social studies



43%

Math

77%

of students who use electronic tablets wish handouts were just as colorful¹

43%

of students get handouts in class every day¹

A majority have almost no words (**79%**), numbers (**82%**), pictures (**72%**), and graphs/charts (**69%**) in color.

42%

often wish learning was more exciting¹

18%

of students are often bored in class¹



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¹ From a Color Opinion Research Survey of more than 1,000 students (grades 3-12) conducted in 2011 by Harris Interactive

² Based on a survey of over 400 education decision-makers analyzed using Breakthrough Marketing Technology's Perceived Value Toolkit™ BR1868