

## CWSF 2014 - Windsor, Ontario



### Riley Hardwick

#### Colour in Advertising, Does it Really Matter?

**Challenge:** Health

**Category:** Junior

**Region:** Renfrew County

**City:** Pembroke, ON

**School:** Highview P.S.

**Abstract:** My project is on the subject of how colour affects memory. My hypothesis was that brighter colours, in particular yellow, would leave a longer impression on our memory. The conclusion proved that the colour red was the most memorable colour.

#### Biography

When I was 4 I was identified as being colour blind. Since then I have always been interested in humans and how colour affects us in all areas of our lives. This was the inspiration for my colour related science experiment. Although I do not have immediate plans for further investigations, I would like to explore the topic further by conducting an experiment to find out if the memory of colour blind individuals has a similar result to my current experiment. I currently live in Pembroke Ontario and I attend grade 8 at Highview Public School. I have had the opportunity to live in 3 different countries. I enjoy engaging in leadership activities at school, participating in a wide range of sports at school and in the community, as well as performing in community theatre and taking music lessons. This past year I taught myself how to ride a unicycle. This is a great hobby! My plans for the future are to continue to be involved in theatre while pursuing a criminal law degree.