

組 () 番号 () 名前 ()

--

The color revolution has been invisible to scholars in part because it was a business-to-business phenomenon. Design historians often focus on the consumer goods that make everyday life more comfortable and convenient, or that reflect the modern aesthetic. The work of professional colorists shaped the built environment, and many consumer products, including Grayola crayons and pastel automobiles, were directly attributable to them. But colorists mostly worked behind closed doors with other professionals. They helped school boards, automobile body makers, and telephone engineers master the various impacts of color harmony. In just doing their jobs, colorists helped create America's first visually streamlined cars, figured out how to speculate on future colors, and introduced the coordinated clothing ensemble to mass merchandising.

Industries had their own share of "number guys" who imposed mathematical logic on the widespread canned and packaged product trade and the early auto industry. Colorists recognized the value of market surveys and sales reports. They combined their knowledge of human psychology with quantitative data and took color forecasting to new heights

2014年度早稲田大文学部、大問2(A)

According to the passage, professional colorists ().

- (a) based their work primarily on the use of colors in painting and decorative arts
- (b) carried out their work in public situations where people observed them carefully
- (c) employed their skills to produce appropriate color combinations for various purposes
- (d) preferred to work in the clothing industry rather than in the automobile industry.

According to the author, professional colorists made use of ().

- (a) historical trends and comparative studies of sales in various other industries
- (b) knowledge gained from engineers and technicians in the manufacturing process
- (c) merchandising skills that reflected the difference between cost and selling prices
- (d) research on what appealed to customers and why it appealed to them