COLOR IN THE CLASSROOM

Unlocking K-12 Learning Potential

IMMERSE STUDENTS IN COLOR—WITHOUT BREAKING THE BANK

When it comes to improving learning outcomes for K-12 students, a single splash of color can have a profound impact. Color is a proven learning accelerator.

Research spanning five decades shows that color materials can help improve comprehension by up to **73%**[1] and enhance overall learning ability by **55–78%**[2] compared to black and white. Students even perform **5–10%**[3] better on pattern recognition tests when color is used.

Color helps:

- **Strengthen recall:** Participants in one study remembered colored natural scenes significantly better than black-and-white images regardless of how long they viewed them.[4]

- **Boost retention:** Students studying the "history of Ukraine" reported 55% better retention of color learning materials vs. monochrome materials.[4]

- **Improve focus:** Color materials sustain interest for two-plus seconds vs. less than two-thirds of a second for black-and-white.[5]

When classrooms embrace color, learning becomes more engaging, organized, and effective.

Bringing Color to Every Corner of K-12

Even in digital-first districts, print remains a powerful ally—and the ideal place to infuse color into students' learning journeys. Texts remain the standard in secondary schools, and both students and families often opt for hard copies even when digital versions are available. Printed worksheets and handouts are valuable learning tools that help reinforce routines and build confidence among elementary and middle school students. Vivid classroom posters can help kids of all ages grasp core concepts more easily. From elementary alphabet charts to parent newsletters, schools can create impactful materials that inspire learning and strengthen community ties.

Classroom and Student Life

- **Elementary school:** Alphabet charts, emotion wheels, seasonal bulletin boards
- **Middle school:** Lab safety rules, study guides, bullying prevention
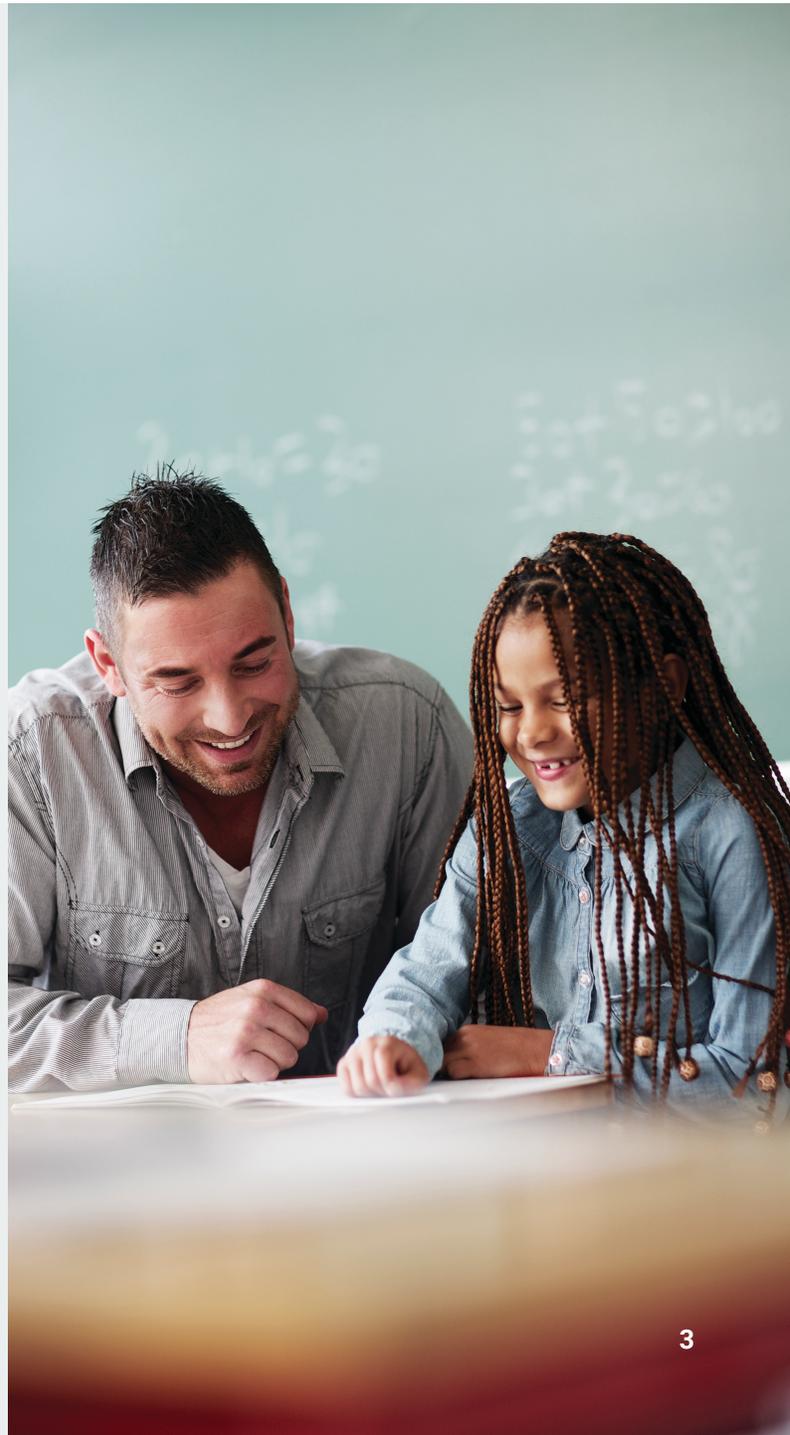- **High school:** History timelines, SAT/ACT prep, athletics posters

Administration and Outreach

- Parent newsletters, report cards, and community event materials

Operations

- Bus schedules, staff training guides, and calendars

CANON MAKES COLOR PRACTICAL FOR EVERY CLASSROOM

With imageFORCE multifunction printers and uniFLOW Online, schools can help deliver vibrant, professional-quality materials in-house, reducing outsourcing costs while maintaining security and sustainability.

Affordable Color at Scale

Color drives better learning outcomes—and Canon makes it secure, sustainable, and cost-effective for every K-12 district.

Secure by Design

Features like badge-based print release and data encryption help keep sensitive student information protected at all times while limiting device access to only those who need it.

Sustainable Printing

Track usage, enforce duplex defaults, and reduce waste with the support of uniFLOW Online reporting.

Flexible and Mobile

imageFORCE devices integrate with Canon uniFLOW so districts can track device usage and centralized print management. Mobile printing is possible, too.

Ready to transform your classrooms into a world of color?

Explore Canon's solutions for education

SOURCES:

[1]American Psychological Association, "In Living Color: We Remember Scenes Better When They're in Color."
[2]ResearchGate, "Considerations Regarding Use and Role of Colour in Marketing."
[3]National Library of Medicine, "The Influence of Colour on Memory Performance: A Review."
[4]ResearchGate, "Considerations Regarding Use and Role of Colour in Marketing."
[5]American Psychological Association, "In Living Color: We Remember Scenes Better When They're in Color."

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