

“Colors’ Cultural Implications: Designing Culturally Sensitive Gift Wrapping Papers for Multicultural Workplace Settings”

“How Do You Teach Diversity?” Presentation, ABC in Detroit, October, 2019

Yingqin Liu, Cameron University

This assignment asks students to do research on color’s cultural implications. And based on their research, they are asked to design gift wrap papers (choosing several different colors) for their multicultural co-workers for their New Year Party gifts. The co-workers are from different countries such as United State, Japan, China, and Saudi Arabia. The purposes of this assignment is to teach business and technical writing students: A) to understand how colors may represent different meanings for different cultures in workplace, B) to learn to use colors effectively in multicultural workplace settings to communicate respect and appreciation for multicultural co-workers, and C). to design culturally sensitive gift wrap papers that reflect culturally defined meanings.