

# “Color Theory in Human Psychology”

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## ABSTRACT

It has long been believed that color can have dramatic effects on mood, emotions, and emotions. Color is a powerful means of communication and can be used to influence mood and even psychological reactions. Color and emotion are inextricably linked. They can make you happy or sad and make you feel hungry or relaxed. These reactions have roots in psychological effects. Color perception is very subjective because people have different ideas and reactions to color. Factors that affect color vision include age, gender, and culture. For example, in some cultures, white color is associated with good luck and purity. In situations where a woman is wearing a white wedding dress, she is happy because she is influenced by the white color. For people of different cultures, wearing white can mean sadness. Because in these cultures, white is associated with mourning and death. These similar factors should be considered when studying the effects of color on human emotions and behavior. This study aims to discover the psychological effects of color on human life. It helps to better understand colors and how they affect people's emotions. This study clearly shows that color has important implications and can have a significant impact on people's behavior.

**KEYWORDS:** Color, mood, psychology, feelings

## I. INTRODUCTION

Colors may seem simple and insignificant, but they affect our daily lives more than we know. Color is a visual effect caused by the spectral composition of light emitted, transmitted, or reflected by an object. This is one of the effective factors that influences the way people express their emotions. It has always played a role in human evolution. The colors that surround us in our daily lives have a great impact on our mood and behavior.

Colors can change our mood from sad to happy, from confusion to intellect, from fear to self-confidence, in clothing, interiors, landscapes, and even natural light.

Color differences represent different moods, so residents need to know what color to paint a particular closed space in order to make the best use of the space.

## COLOR THEORY

Color is one of the most effective factors in space that influences the expression of emotions. Color theory is about why one color aesthetically harmonizes and another does not. It describes the visual effects of how humans perceive colors and how colors mix, match, or contrast with each other.

Color theory is based on three basic components: color wheel, color harmony, and color context.

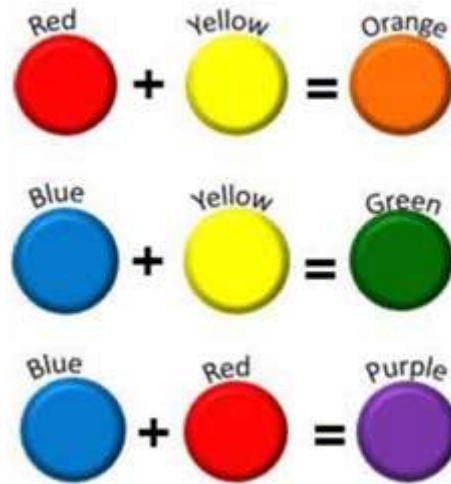
## THE COLOR WHEEL

The color wheel is a basic tool for understanding how colors work together and is one of the most important tools. This tool was first designed by Isaac Newton in 1706.

Newton has arranged yellow, orange, red, purple, indigo, blue and green colors with natural progress of rotating slices. When the disc is rotating, the color is so fast and the human eyes look white. From there, color organizations adopt many forms. The most common version is a 12-color wheel based on artistic color models.

Using the color wheel, it apprehend how special shades will engage with each other and what's going to appear as soon as we integrate them together. It is designed in order that actually any color you choose from it's going to appearance correct together. The color wheel encompass 3 color families.

These families are called PRIMARY, SECONDARY, and TERTIARY.



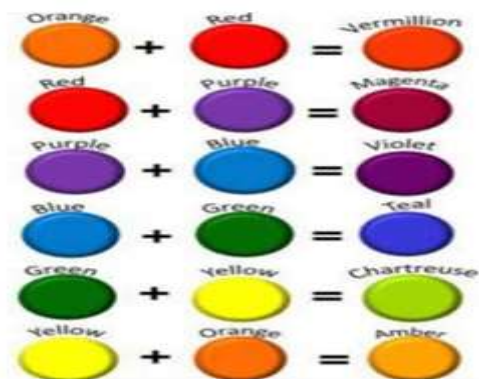
**TERTIARY COLOR**

Tertiary colors are the result of combining primary and secondary colors. The most important factor in tertiary colors is that not all primary colors can match secondary colors to create tertiary colors. For example, red cannot be mixed in harmony with green, and blue cannot be mixed in harmony with orange. Mixing both gives a light brown color.

Color theory tells us that tertiary colors are created when the primary colors mix with the secondary colors next to them on the color wheel. Therefore, it has a new color somewhere in the middle. The six tertiary colors are:

- Red Purple (Magenta)
- Red Orange (Jinno Belot)
- Blue Green (Teal)
- Yellow Green (Chart Crown)
- Blue Purple (Violet)
- Yellow Orange (Amber)

The correct way to refer to a tertiary color is to list the primary colors first, then the secondary colors. Tertiary colors are as important to our world as primary and secondary colors.

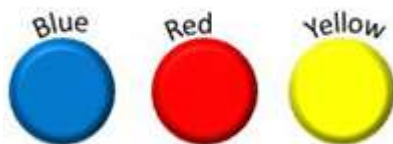


**PRIMARY COLOR**

Primary colors are the source of all other colors. It cannot be made by combining other colors. Looking around, it can be inferred that there are dozens of primary colors, but in reality there are only three colors: red, yellow, and blue. All other colors we see are a combination of these three colors.

These colors cannot be created by mixing other colors. You can make other colors by mixing different amounts of primary colors. If you mix the base colors in equal proportions, the resulting color will always be black.

You can mix primary colors to create secondary colors.



**SECONDARY COLOR**

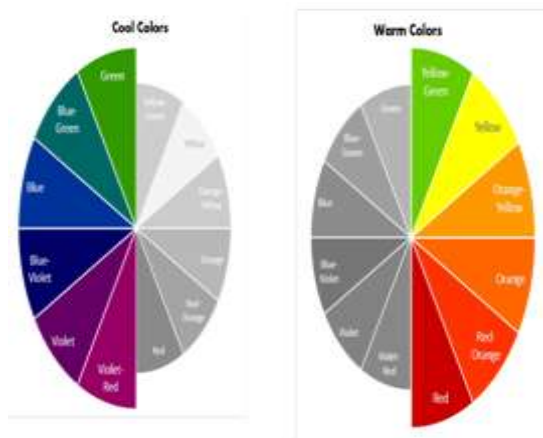
The secondary color is the color when the two primary colors of equal amount are mixed. For example, a combination of blue and yellow produces green. There are three secondary colors:

- Orange (mixture of red and yellow)
- Green (mixture of blue and yellow)
- Violet (mixture of red and blue)

## WARM COLOR AND COOL COLOR

The color of the red part of the color wheel is known as a warm color such as red, orange, or yellow. These warm colors evoke emotions ranging from a sense of warmth and comfort to a sense of anger and hostility.

The color on the blue side is called cool color and includes blue, purple, and green. These colors are often described as mild, but they can also evoke sadness.



HUES : Pure colors

TINTS : Hue + Color white

TONES : Hue + color grey

SHADES : Hue + the color black

## HUMAN REACTION TO DIFFERENT COLOR

### 1. PSYCHOLOGY OF RED COLOR

Red causes the strongest emotions of all colors. Cool colors like green and blue are generally considered peaceful and calm, while red is considered the warmest and most inconsistent color.

Below are some of the most common emotions and qualities that red can stimulate:

- Danger and Warning
- Excitement and Energy
- Aggression
- Passion ad Desire
- Power

### 2. PSYCHOLOGY OF BLUE COLOR

Blue is a common color in nature, such as the bright blue of the daytime sky and the dark navy blue of deep puddles. Perhaps for this reason, blue is often described as mild. However, as a cool color, blue can look like ice, in the distance, or cold.

Below are some most common emotions and qualities that blue can stimulate :

- Relief
- Intensive
- Stimulating

### 3. PSYCHOLOGY OF YELLOW COLOR

Yellow is bright and intense. It suggests that certain colors can evoke certain moods and can affect behavior and even well-being. Yellow can also evoke feelings of frustration.

Below are some most common emotions and qualities that yellow can stimulate :

- Energetic
- Cheerful
- Aggressive

### 4. PSYCHOLOGY OF GREEN COLOR

Green has a strong connection to nature and is reminiscent of the lush greenery of grass, trees and forests. Green is often described as a refreshing and cool color. Our eyes need to adapt to see longer wavelength colors, but not at all to see cool colors.

Below are some most common emotions and qualities that green can stimulate :

- Natural
- Calming
- Motivating

### 5. PSYCHOLOGY OF ORANGE COLOR

Orange can be a very strong and energetic color, like yellow or red. People often describe orange as bright, cheerful and uplifting. In some cases, it may look too bright. People tend to either like it or hate it

Below are some most common emotions and qualities that orange can stimulate :

- Attention getting
- Happy
- Spiritual

### 6. PSYCHOLOGY OF PURPLE COLOR

Purple is a color that can evoke various emotions. People often describe this color as mysterious, spiritual and imaginative. Purple is considered unusual and attractive because it is quite rare in nature.

Below are some most common emotions and qualities that purple can stimulate :

- Royal color
- Bravery
- Spirituality
- Unique

### 7. PSYCHOLOGY OF PINK COLOR

Pink is a bright red shade. Some shades of pale pink are described as relaxing. It is often described as a feminine color, probably because of

the associations people form in early childhood. "Girls'toys" are usually pink and purple, but "boys' toys" are often red, blue and green.

Below are some most common emotions and qualities that pink can stimulate :

- Feminine
- Childish
- Creative
- Joyful

#### 8. PSYCHOLOGY OF BLACK COLOR

Black is not a primary, secondary, or tertiary color. In fact, black is not considered a color and therefore does not appear on the color wheel. Absorbs all colors and light in the color spectrum. In advanced societies, color is associated with power, but many use black to symbolize the negative.

Below are some most common emotions and qualities that black can stimulate :

- Anger
- Sadness
- Power

#### 9. PSYCHOLOGY OF WHITE COLOR

White stands for pure or innocent. White is described as cold and bland. Some of the positive implications that white can convey include cleanliness, freshness, and simplicity. On the downside, white can appear cold and isolated. Imagine a large, white empty room that looks boring.

Below are some most common emotions and qualities that white can stimulate:

- Cold
- Cleanliness
- Purity

## **II. CONCLUSION**

The results of this study show the effects of psychological characteristics and color on a person's mood. Color can play an important role in creating a particular mood, or even in people's choices.

People often choose objects with colors that evoke a particular mood or emotion, such as choosing a sporty and futuristic car color. Room colors can also be used to evoke specific moods such as: For example, paint your bedroom in a soft green color to create a calm atmosphere.

Psychological colors have a great impact in people as different colors can completely change a person's mood. It also has a great impact on human emotions. Therefore, color is very important in human life and seems to be essential for many important human activities.

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