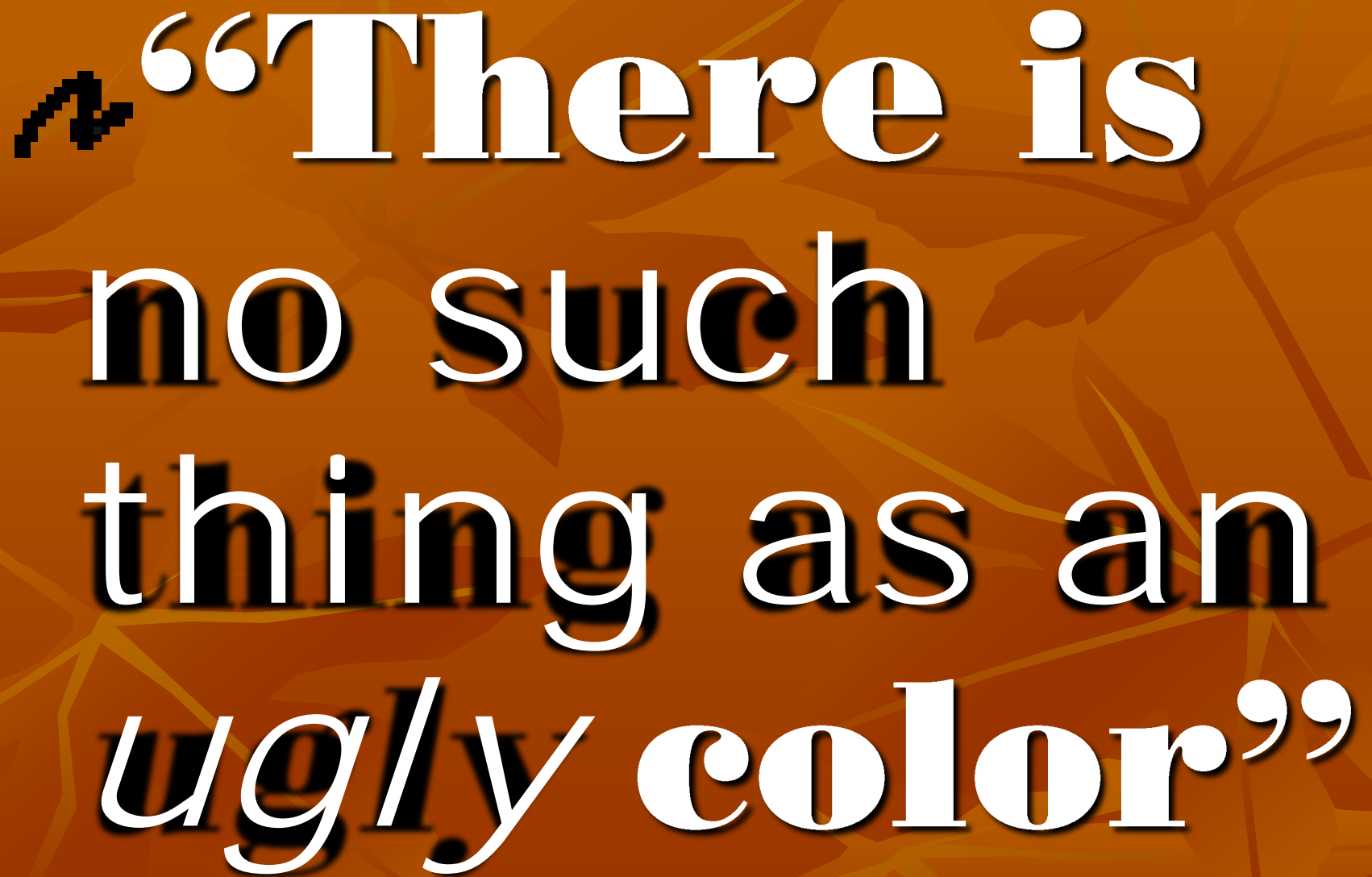


Color

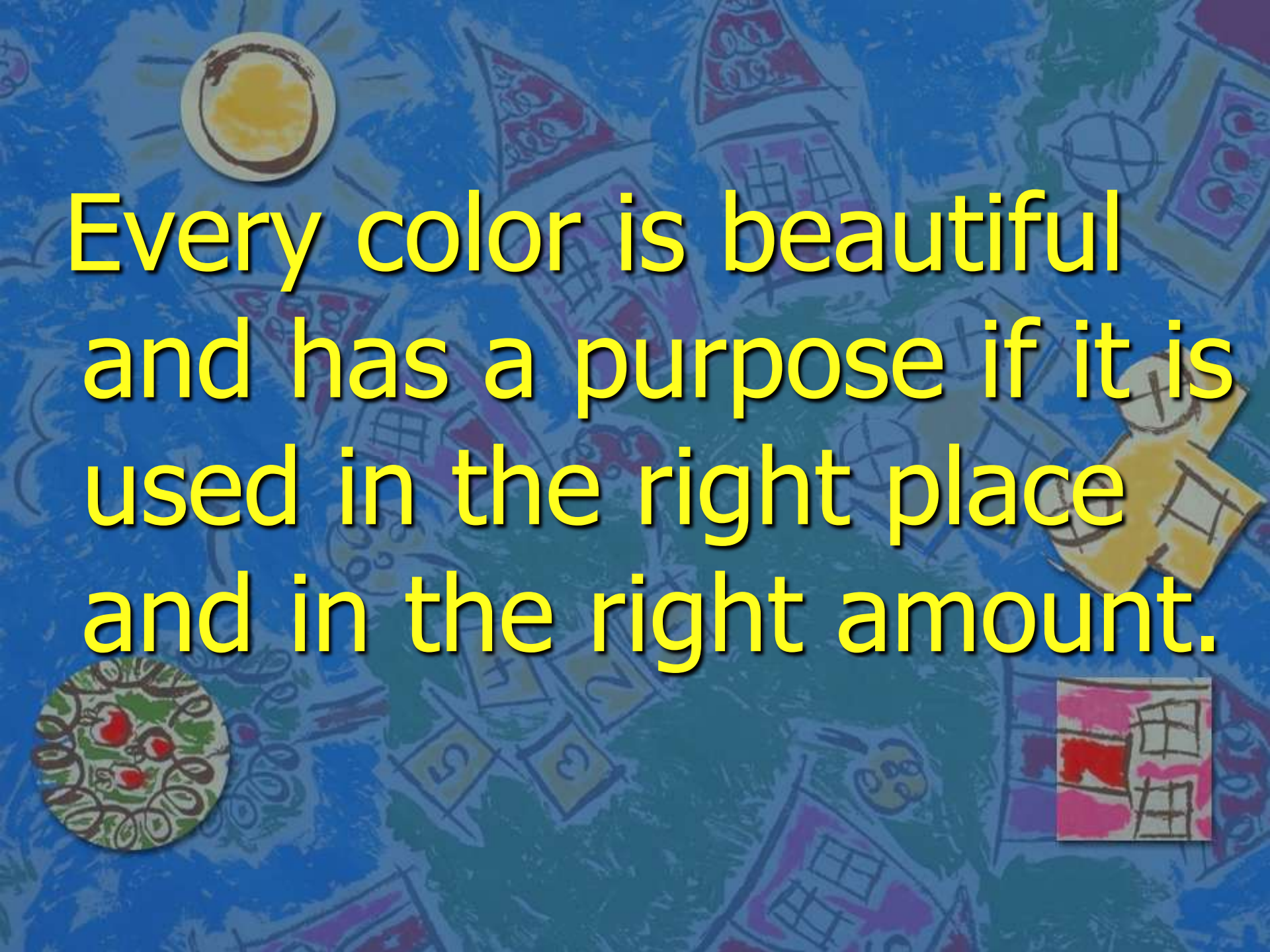
Me

Crazy

By Troy Christensen

The background is a warm, orange-brown color with faint, overlapping silhouettes of autumn leaves. In the top-left corner, there is a small, black, pixelated cursor icon pointing towards the text.

“There is
no such
thing as an
ugly color”



Every color is beautiful
and has a purpose if it is
used in the right place
and in the right amount.

In what color is each word written?
?

Red Purple Blue Orange

Green Pink Grey Yellow

Color Affects

- Temperature
- Energy- Fatigue
- Stress Level
- Taste
- Visual perception
- Five senses
- Temperament- mood
- Comfort
- Life!



Color Response

☐ Physical

Sensory responses

☐ Learned

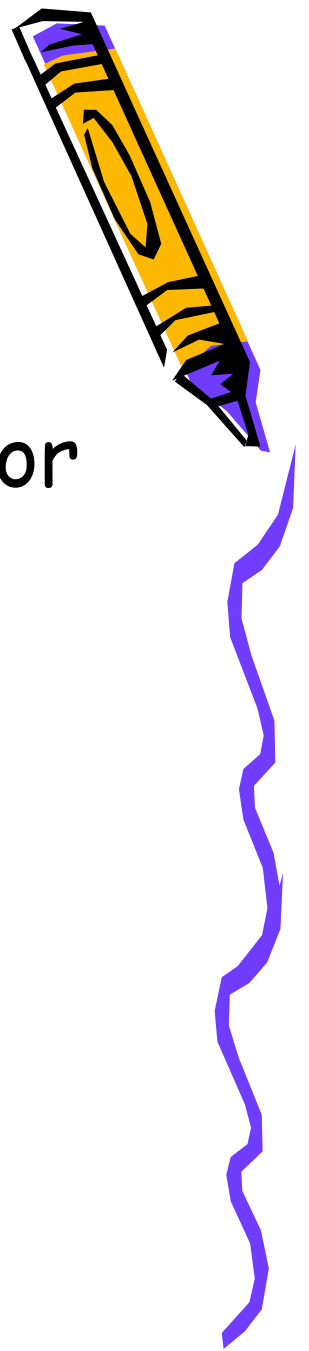
socio-economic

Ethnic

Gender

Regional/cultural


Family



Color Vocabulary

 **Hue** - the actual name of the color

 **Value** - a color's lightness or darkness

 **Intensity** - the brightness or dullness of a color



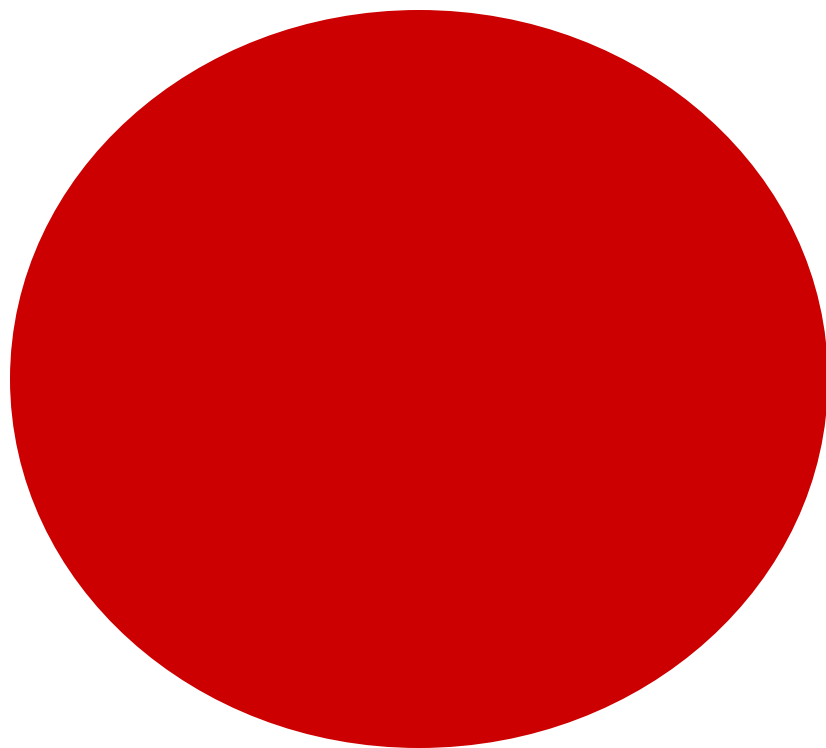


Combining Colors

- ① Monochromatic – one color
- ② Complimentary – opposites on the color wheel
- ③ Adjacent – next to each other on the color wheel
- ④ Achromatic – neutrals
- ⑤ Triad – 3 evenly spread colors on the color wheel

The Color Wheel





Blue

- Cool color
- Moves away from you
- Needs a relief color
- Suggests respect, responsibility, authority
- Tranquilizing
- Elongates time
- Favorite color
- Poor color around food

R

- Highly emotional
- Stimulating, hot, exciting
- Raises blood pressure, pulse and heart rate

E

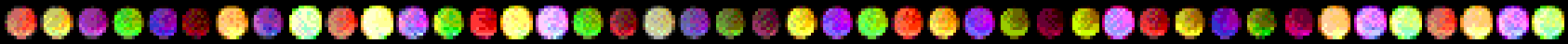
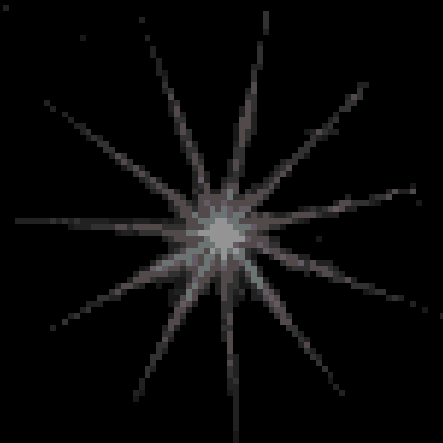
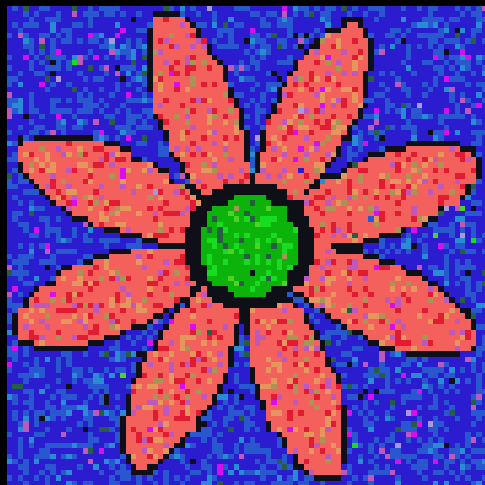
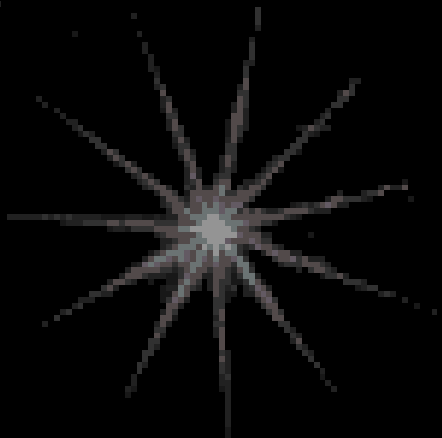
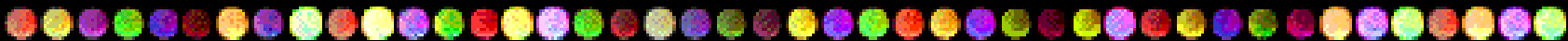
- Cellular reaction in heart and lungs
- Stimulates appetite
- Pay more
- Lose track of time

D

- Separate gender responses
- Sense of smell improves

Yellow

- ✦ Requires the most visual processing
- ✦ Stimulated memory
- ✦ Cheerful, warm, inviting
- ✦ “Value of money”
- ✦ Draws attention
- ✦ Loss of minor muscle control in the elderly
- ✦ Lose your temper quicker
- ✦ Babies cry more
- ✦ Youthfulness



Green

- Peaceful, relaxation, serenity
- Easiest for the eye to see
- Fastest adjustment time
- Higher socio-economic status, prestige
- Natural
- Cool color closest to warm
- Soothes pain

Brown

- ☀ Warmth, snug, secure
- ☀ Universal
- ☀ Solidity
- ☀ Homelike, masculine
- ☀ Listener
- ☀ Positive food associations
- ☀ Least intensive behavioral response
- ☀ protective

Black

- ❑ Mysterious
- ❑ Positive and negative effects
- ❑ Mourning, sorrow, depression
- ❑ Dignity, solemnity, formality
- ❑ Power, strong authority when combined with white, sophistication
- ❑ Limited positive response in decor
- ❑ Reinforces the color it touches, powerful accent
- ❑ Slimming color

White

- @ Delicate, refined
- @ Symbol of purity, chastity, cleanliness
- @ All white feels empty or forced
- @ Softens edges between colors
- @ Encourages precision clarity, openness and brightness
- @ fatiguing

Gray

Grey

- Work longer
- Creativity
- More artistic
- Chameleon
- Needs accent colors
- Prejudice against gray can be strong


Pink

 Sweet

 Can be calming

 Intensifies when applied

 Feminine

 Good accent clothing color, not recommended as overall in clothing.

Violet

- ⇒ Most complex color
- ⇒ Stronger versions are called purple
- ⇒ Uncertainty
- ⇒ Royalty, dignity
- ⇒ Women generally accept universally
- ⇒ Tire of fastest
- ⇒ Seen as artistic and expressive, flamboyant

Orange

- Declassifying – broader appeal
- Informality
- Stimulating
- Inexpensive
- Good around fast food
- Seasonal connotations



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