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## **INTRODUCTION:**

Color is one of the most expressive elements because its quality affects our emotions directly and immediately. In representational art, color serves to identify objects and to create the effect of illusionistic space, color influence is automatic, color has a specific meaning, 90% of an assessment for trying out a thing is based on color alone.

Color psychology goes back to Carl Jung who studied colors as a tool for psychotherapy. This led to the basic principles of color therapy which are generally accepted today.

### **What is Color Psychology?**

The psychology of color is based on the mental and emotional effects, color have on sighted people in all facets of life. There are some very subjective pieces to color psychology as well as some more accepted and proven elements.

### **Psychological Effects of Warm Colors**

- Colors yellow or orange. These colors are often associated with food and can cause increased appetite.
- Bright colors like orange and yellow. They reflect more light and excessively stimulate a person's eyes which can lead to irritation.

### **Psychological Effects of Cool colors**

- ❖ Light purple is said to result in a peaceful surrounding, thus relieving tension.
- ❖ Green and/or blue. These cool colors are typically considered restful. There is actually a bit of scientific logic applied to this – because the eye focuses the color green directly on the retina, it is said to be less strainful on eye muscles.

### **Applying Color Psychology to Everyday Life**

- In art therapy, color is often associated with a person's emotions. Color may also influence a person's mental or physical state. For example, studies have shown that some people looking at the color red resulted in an increased heart rate, which then led to additional adrenaline being pumped into the blood stream.

### **Effects of Colors in Life**

- ❖ Colors can conjure emotions, and be manipulated to make us feel certain ways.

- ❖ Vital role in our lives
- ❖ make us happy, sad, angry
- ❖ some color effects that have universal meanings
- ❖ warm colors evoke emotions ranging from feelings
- ❖ Cool colors and include blue, purple and green. These colors are often described as calm

**Every color represents its own meaning, relations and effects on our minds:**

**Black**

**Black** stands for absolute clarity and absorbs all colors, therefore absorbs all energy coming towards. It creates an impression of weight and seriousness. Black is intimidating, unfriendly and unapproachable yet very powerful and controlling. Since, black is total absence of light, It is also considered as menacing.

**White:**

Hygiene, clarity, purity, cleanliness, precision, Innocence, sterility, Death Signifies marriage in the U.S, but mourning in India and other Eastern cultures **White** is a colour of new beginnings. White is pure and clean, it is also a colour of protection, offering a sense of peace, comfort, hope, the reason why Health professionals wear white coat.

**Green**

Harmony, growth, refreshment, rest, help, environmental awareness, Peace, Color of growth nature, and money. A calming color also that's very pleasing to the senses. Dark forest green is associated with terms like conservative, masculine and wealth. Hospitals use light green rooms because they are found to be calming to patients.

**Green** is in the centre of spectrum of colors and our eye required no adjustment to it, therefore green is a colour of balance. It is a colour of an observer, a listener. Being the combination of yellow and blue, it is both optimistic and calm

**Purple**

Our most royal color is associated with wealth, prosperity, rich sophistication. This color stimulates the brain activity used in problem solving. Wisdom and respect Young adolescent girls are most likely to select nearly all shades of purple as their favorite color

**Orange**

Physical comfort, food, warmth, passion, fun, Happy and energetic days, warmth. It is also associated with ambition. **Orange** helps us to recover from disappointments and

despair. Being a combination of red and yellow, it combines physical energy of red with cheerfulness of yellow producing warmth and happiness

### **Yellow**

Optimism, confidence, self-esteem, emotional strength, friendliness, creativity. associated with laughter, happiness and good times, Yellow is the colour of mind and intellect. Yellow is also known to lift self esteem as it is the lightest in the spectrum of colors. However, too much of it can cause fear, self esteem to collapse.

### **Red**

Physical courage, strength, energy, excitement, RED is the powerful colour of longest wavelength. It grabs our first attention that's why we used in traffic signals. Red can stimulate deeper and intimate passion on the positive side or anger and revenge on the negative

### **Blue**

Calmness, trust, intelligence, communication, duty, logic, coolness, reflection, **Blue** is the colour of mind. Unlike red effects us physically, blue effect us mentally. Strong blues stimulate clean thought and lighter blues calms the mind and improves concentration

### **PINK:**

Pink is a quiet color, lovers of beauty favor pink. If you wear pink, you have an understanding, sympathetic, affectionate and loving nature. Wear pink when you want to present yourself as a peaceful, calm, and not threatening.

### **GRAY:**

Gray portrays responsibility, Security, Maturity and dependability. If you wear gray, you are a Very self-sufficient individual, excellent self-control.

### **References:**

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