



**Tishk**  
International University

Department of interior design

# WHAT IS COLOR? AND COLOR PSYCHOLOGY?

Second Semester 2020-2021

Second Stage

Color in interior design- first lecture

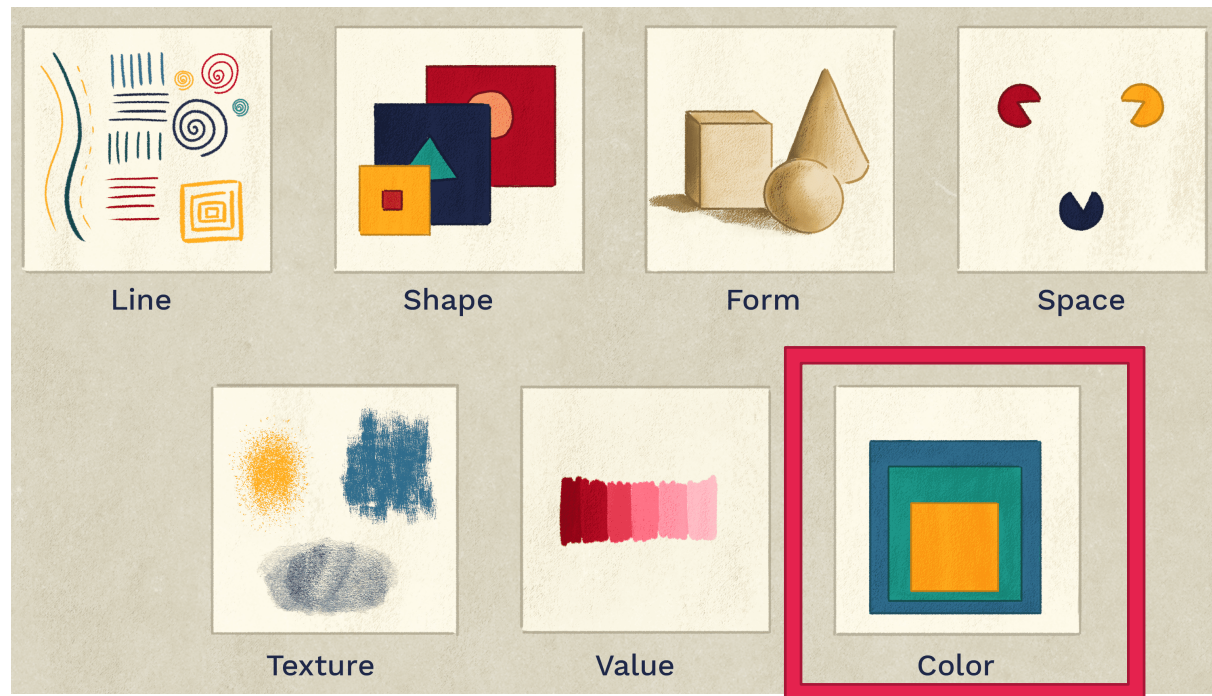
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# OUTLINE

- Introduction.
- What is color?
- Factors affects color perception.
- Color temperature.
- What is color physiology?
- Physiological Effects of Individual Colors.
- Psychological Associations with Color.
- Examples of Famous brands.

# INTRODUCTION

- Color consider as one of design tools or elements (**Line, Shape, Form, Space, Texture, Value and COLOR**).



- **Color and Texture** are design elements that have an **unconscious response** from the viewer's brain. Viewers will respond to the color used before they can read a label or make sense of the imagery. *This is the power of color.*

# CONT.

- **Color** is an important aspect of designing interior spaces. Well planned spaces can be enhanced by using “**appropriate colors**”.
- Using colors in interior spaces are as translation of abstract **color schemes, theories and meanings** into real materials, surfaces, experiences. It requires a complex matter **creativity**. However, organized methodology and advance planning of colors can lead to **successful use of colors**.

# CONT. EXAMPLES



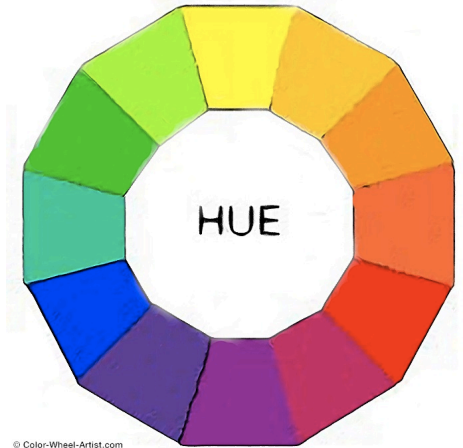
# WHAT IS COLOR?

- Color is a ( design element with a sensing perception, and as any sensory perception, it has effects like: symbolic, associative and emotional).
- It's a visual experience that affects our individual's functions and emotions subconsciously, and this respond is based up on our perception of behavioral aspects which is controlled by our brain.
- By considering color in design: it allows designers to create an unique mood (tells a story) that changes the over all mood and support the space.
- Conclusion: Color is a mood-setting and emotion-producing tool.

# FACTORS AFFECTS COLOR PERCEPTION

- Factors affects color perception, such as

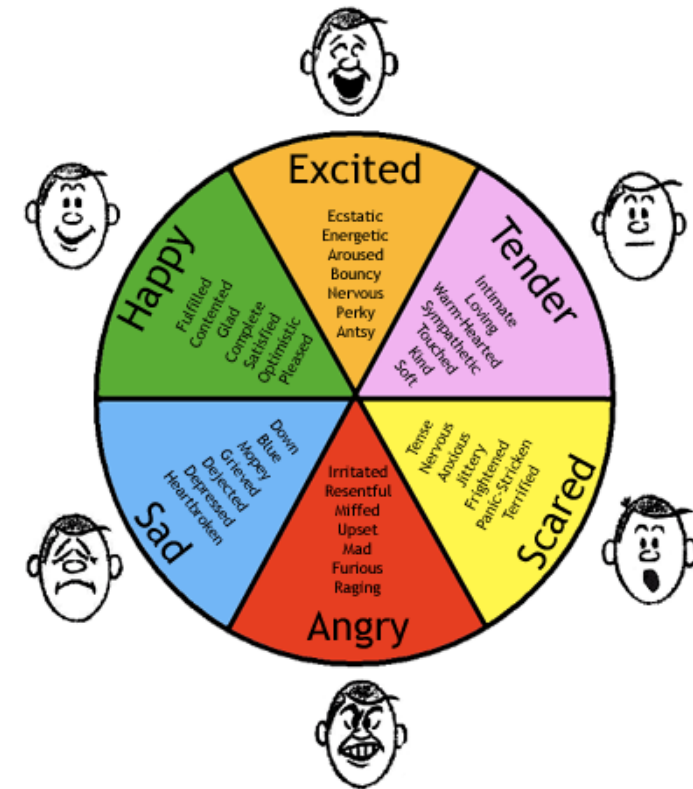
- subjects' age,
- gender,
- emotion,
- hue,
- brightness,
- saturation,
- light sources,
- adjacent colors,
- contexts, and
- cultural factors



must be precisely controlled to achieve successful design.

# COLOR TEMPERATURE

- Temperature analogy :
  - **Red-Orange-Yellow**=Sun and Warmth.
  - **Blue-Green-Purple**=Water, Earth, Sky, and Coolness.
- Use these to create a feeling you want in a room.
- Adding **white, black, or gray** to a color changes its tint, tone, or shade, the color's basic value does not change.





# WHAT IS COLOR PHYSIOLOGY?

- Color physiology: is the study of (hues) as a determiner of human behavior .
- Designers must understand the perception and use of color and its resulting effects on human behavior.
- The meaning of colors can vary depending on culture and circumstances .
- For example: studies have shown that color can create excitement, relaxation, calmness, or cheerfulness and can even increase productivity in working environments.

# CONT.

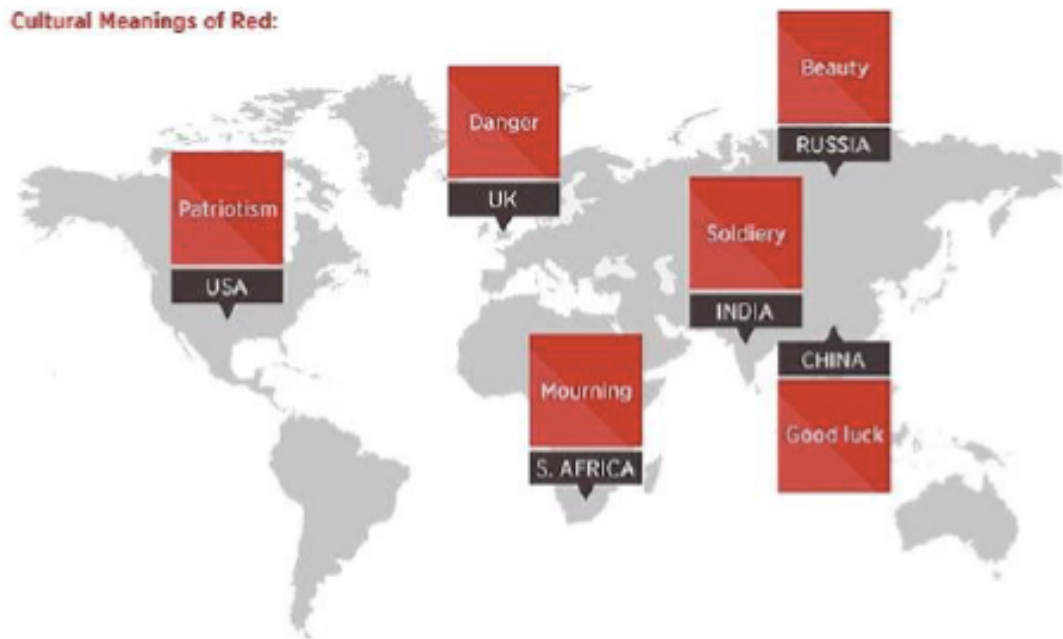
- Each color has a symbolic meaning
- Color **conveys meanings** in many ways :

- ❖ Natural associations (universal & timeless)
- ❖ Psychological symbolism
- ❖ Cultural associations
- ❖ Political and historical associations
- ❖ Religious associations
- ❖ Linguistic associations, etc.



- For example, in **western cultures**, **black** generally symbolizes **death and mourning**, where as in **eastern civilizations**, the symbolic color of **death is white**.

### Cultural Meanings of Red:



### Cultural Meanings of Blue:



### Cultural Meanings of Green:



# CONT.

- Many studies have attempted to identify the **emotional impact of color on people**, but most of the studies cannot determine whether the **reactions are cultural or emotional**.
- Color response also differs according to the context in which it is experienced, for example, **red is commonly**.



# PHYSIOLOGICAL EFFECTS OF INDIVIDUAL COLORS

- Color creates powerful **psychological and physiological** effects. **Psychological effects** are sensed in the **mind** ; **physiological effects** actually cause a change in the **body**. It is important to note that people may react differently to the same color, based on their previous experiences or learned behavior.

# CONT.

- Color psychology is used widely in **branding and marketing** but it's also a powerful **interior design tool** that arguably has more of an impact on the **mood of a room** than any other factor.

# EXAMPLES OF FAMOUS BRANDS :

RED

Represents:

Exciting, Bold, Youthful, Powerful,  
Confident, Ambitious, Love and  
Passion



**KFC**  
so good

**You Tube**

ORANGE

Represents:

Motivation, Optimism,  
Warmth, Fun, Energy,  
Spontaneous



**HERMÈS**  
PARIS

**nickelodeon**



YELLOW

Represents:

Happiness, Cheerful, Satisfaction,  
Awareness, Enlightenment



**i'm lovin' it**

**IKEA**





**Represents:**  
 Growth, Safety, Positivity,  
 Balance, Earthy, Clarity



**Represents:**  
 Trust, Spirit, Peace, Loyalty,  
 Intelligence, Sincerity, Spirit



**Represents:**  
 Luxury, Sophistication, Powerful,  
 Authority, Elegance

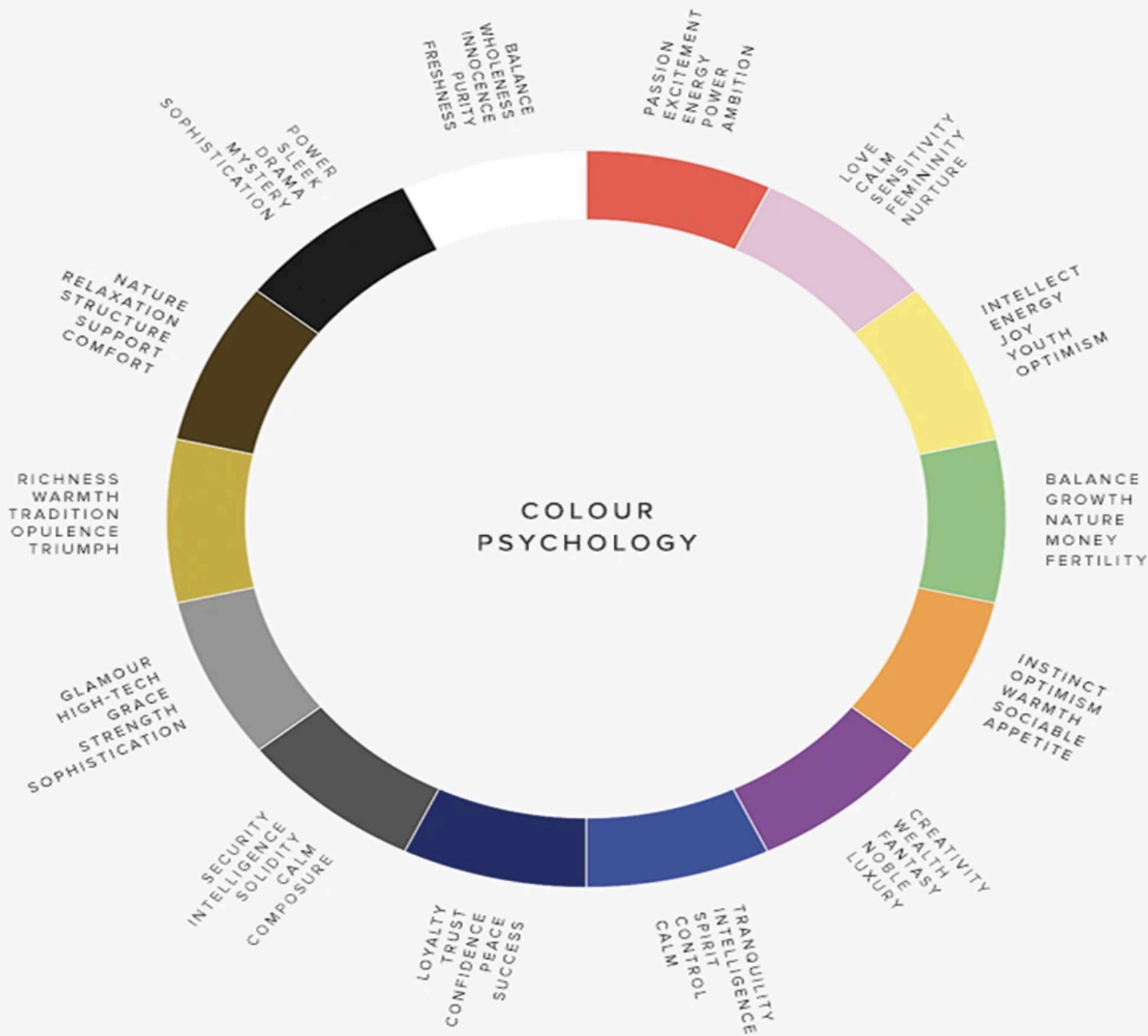




# RESEARCH STUDIES HAVE SHOWN MANY POINTS:

1. Color affects **eye's perception** of **weight and size**: **Dark and bright** colors seem **heavier** than **light and cool** colors. (However, it is interesting that the opposite effect is true **in fashion** design. **Dark colors** tend to **slim the figure**, whereas **light colors** are usually thought to make **one look heavier**).
2. Color can cause feelings of **boredom and calmness**, or **stimulation and liveliness**. Colors may cause **the nervous system** to become agitated, and the body reacts in negative ways to this stimulus.
3. Colors can affect one's reaction to **sounds, taste, odors, and time perception**.
4. Colors can improve the **rate of recovery** of **sick patients**.

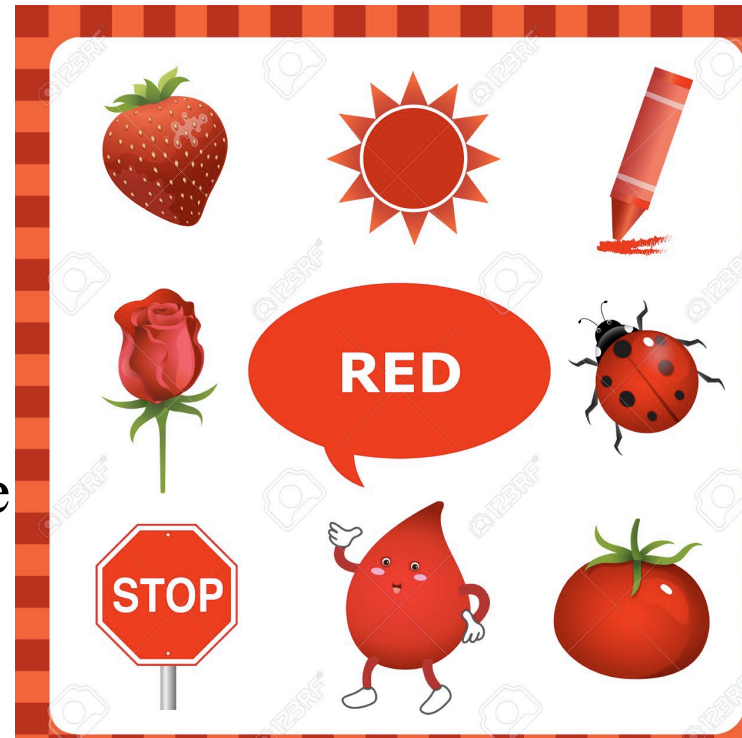
COLOUR  
PSYCHOLOGY



# PSYCHOLOGICAL ASSOCIATIONS WITH COLOR:

## Red

- Red is a positive, stimulating color that stirs up passion and energy in those who see it. On the negative side, however, it can be an aggressive color and so it should be used with a specific intention.
- Most exciting color , Produces strong emotions of excitement and intensity .
- love , passion and comfort .
- Associated with fire, violence, warfare
- Used to represent beauty , encourages energy, action.
- Used to focus/ draws attention to something (stop light, warning labels) .
- in many cultures and countries produces a sense of protection.
- red is known to increase appetite and thus is widely used in kitchens.





# ORANGE

- Very vibrant and energetic color
- Associated with the earth and autumn
- Symbolizes friendship, pride, balance, happiness, ambition and warmth
- Represents change and movement
- Health and stimulating to the appetite.
- More friendly, inviting
- In designs, orange commands attention without being as overpowering as red



# YELLOW

- Yellow is a cheerful and positive color that brightens a dark space and brings in that feeling of sunshine and happiness. People tend to shy away from it because it is a strong color and it takes some convincing to understand how to use it. Use yellow color effects to give a bright and optimistic air for the atmosphere you want.
- playful color ,associated with fun, energy.
- Symbolizes sunlight and is associated with summer time .
- Gold, philosophy, jealousy, illness .
- It can have the problem with not being perceived seriously .
- Creates sense of taste & Deals with imaginatively & creativity.
- Also associated with deceit, cowardice.
- Hope but also with danger .

# CAT

STANLEY



# GREEN

- Very down-to-earth color.
- Represents new beginning and growth.
- Also envy or jealousy and a lack of experience.
- Represents nature and the feeling of calmness, friendliness, healthy, youth and freshness.





# BLUE

- Blue reminds people of the ocean, the sky, nature in general, and it is found to be exceptionally restful. Blue is a color of trust and safety. That's why lots of banks and even politicians use it frequently. But, in tones such as spa blue, it comes across as a respite from the world. Use blue to create an atmosphere of work and meditation. Blue has been shown to lower blood pressure and heart rate.
- Associated with sadness, calmness and responsibility .
- Light blues are refreshing and friendly .
- Dark blues are strong and reliable .
- Stands for truth, honesty. It also is associated with coolness, cleanliness, order, loyalty, sky, water, and technology.
- Appetite suppressant.
- Also associated with peace and has some spiritual connotations in some cultures .



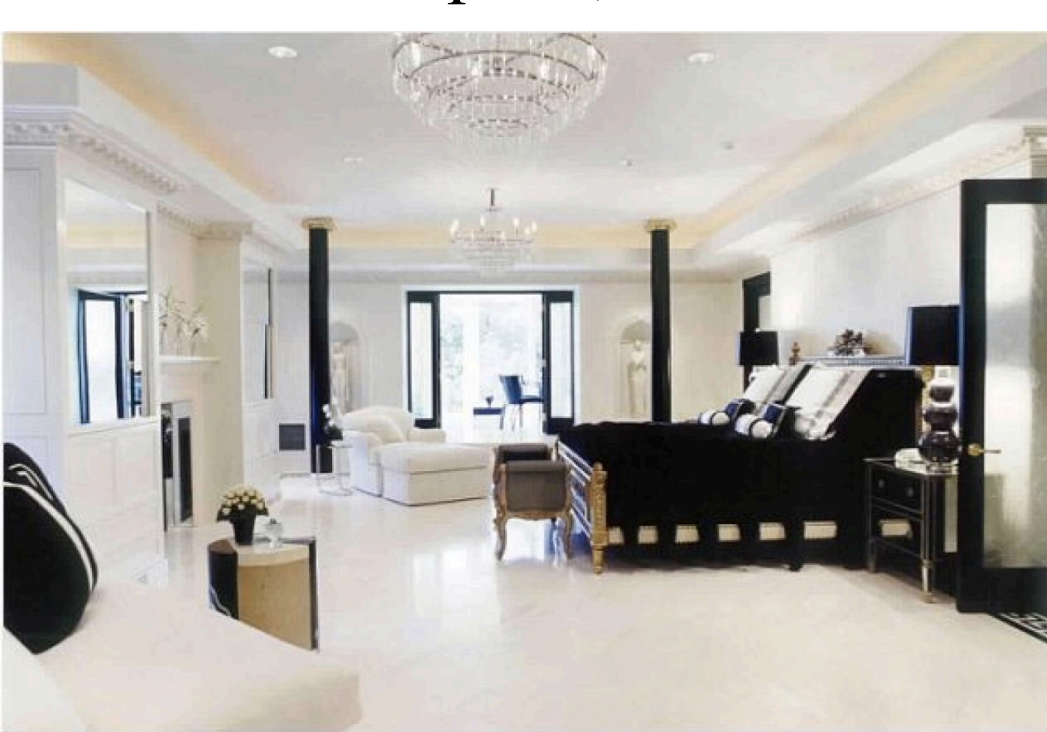
# PURPLE

- Combines the excitement of red and the calm of blue .
- Associated with royalty, creativity and imagination .
- In Thailand, purple is the color for mourning.
- Light purples are associated with spring and romance .



# BLACK

- Strongest of the neutral colors
- Associated with power, elegance and formality.
- Also, with evil, death and mystery.
- In design, black is commonly used for typography and other functional parts, because of its neutrality .



# WHITE

- White reflects all color and can be very sophisticated but it does rely on other design principles to make it last. It is a similar situation with black. They are rich and stand out and must be used appropriately to bring a space together. Use white to create a refreshing and clean look in your home.
- At the opposite end of the spectrum from black .
- Associated with goodness and health care.
- Purity, birth, simplicity, cleanliness, peace, humility, innocence, youth, winter, good, sterility, marriage (western cultures), death (eastern cultures), cold, clinical .
- Snow and clouds are both have soft properties, which
- reflect the emotional effects of clarity and purification.



# GREY

- A gray interior gives a formality that is subtle elegance without being too conservative. Gray color effect depends very much on the color shade that you will use. Too many gray areas will become predominant and create a boring environment.
- Security, intelligence, solid, practical, old age, sadness, boring.
- Considered moody and depressing .
- Conservative and formal but also modern
- A color of mourning
- Silver symbols for calm .





**T H A N K Y O U**

