

Benjamin Miller
Color Project
BIT 112

Color has an incredible impact on our environment and on the human psyche. The colors we choose to incorporate into our lives have profound effects on mood. When choosing colors for products, websites, or written documents, we want to be sure that the colors that we choose will convey the appropriate mood that we want. This usually starts at the broadest spectrum of color choice warm vs cool colors. Warm colors, traditionally reds and oranges are associated with day light while cool colors, blue greens to blue violets are incredibly contrasting in both the color spectrum and mood spectrum. Warm colors tend to be active, stimulating and activate the viewer with energy and other emotions depending on the combinations. On the other hand, cool colors help relax and calm, giving the viewer a sense of peace looking at them. These emotions can be attributed to saturation and the value of the pigment themselves. Because of this we can look at a muddy brown color, an unsaturated warm color, as not a traditional warm color in the sense that it does not seem visually activating or energizing.

Combining different colors with another color can dramatically change the mood of that color. For example, take Yellow, normally one of the most cheerful and bright colors, begins to become muted when adding red to it. And green and the yellow begins to look diseased and unclean. The primary colors blue, red, green, and yellow change drastically when added to different colors due to their saturation. Adding darker saturated colors to a normal light saturated color in the same pigment vein can lead to a more peaceful tone, while adding a heavy saturated color of opposite pigments can lead to more jarring, depressing, or disgusting color combinations in terms of mood.

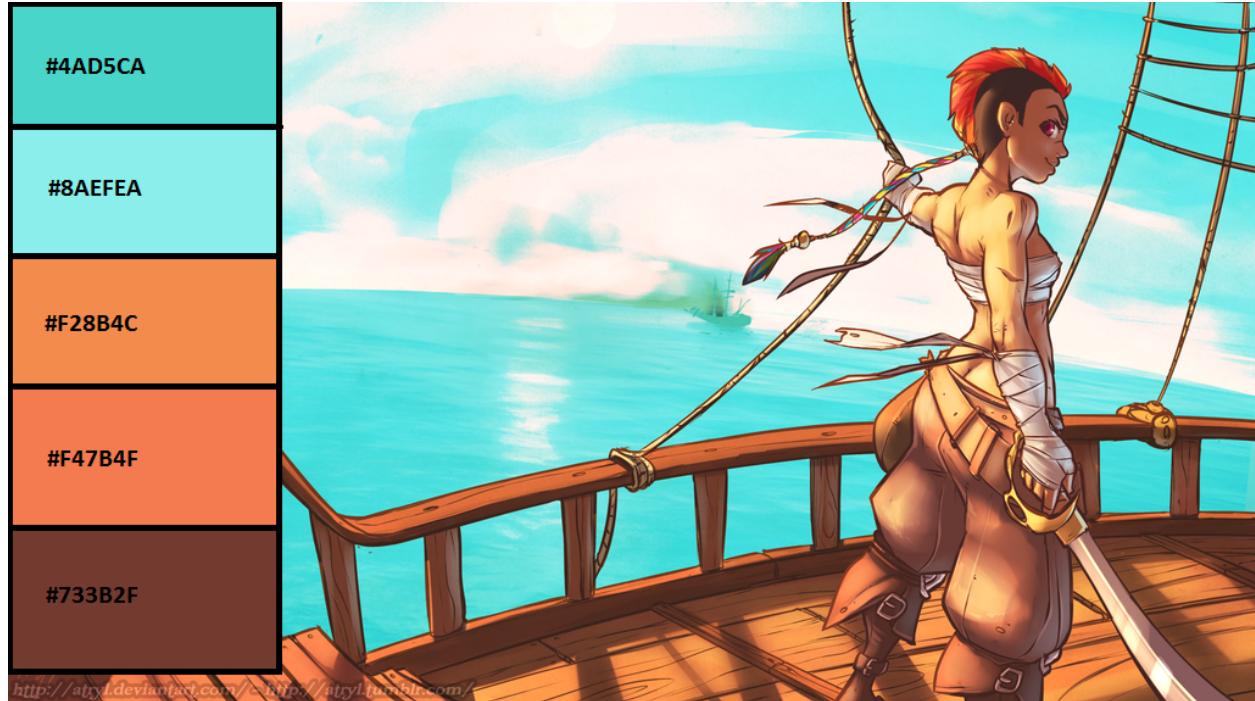
It is also important to take culture into context when looking at color. For example, in the west, red is the color of anger, lust, or fury, while in the east, red is the color of wealth purity and good fortune. Depending on the culture of the demographic you're trying to go towards with your product or website, it is important to take the culture into context so you don't offend that culture's eyes with what appears to be a completely normal color combination. Another great example of this is the color's black and white. Here in the West, black is the color of mourning and death, while in the East, white is associated with mourning, so giving an Indian woman a white wedding dress would probably be incredibly offensive.

This image, titled Berserk, portrays the emotions of fury and anger in my opinion. As you can clearly see from the color palette, it contains a lot of warm tones in the forms of pinks, reds,

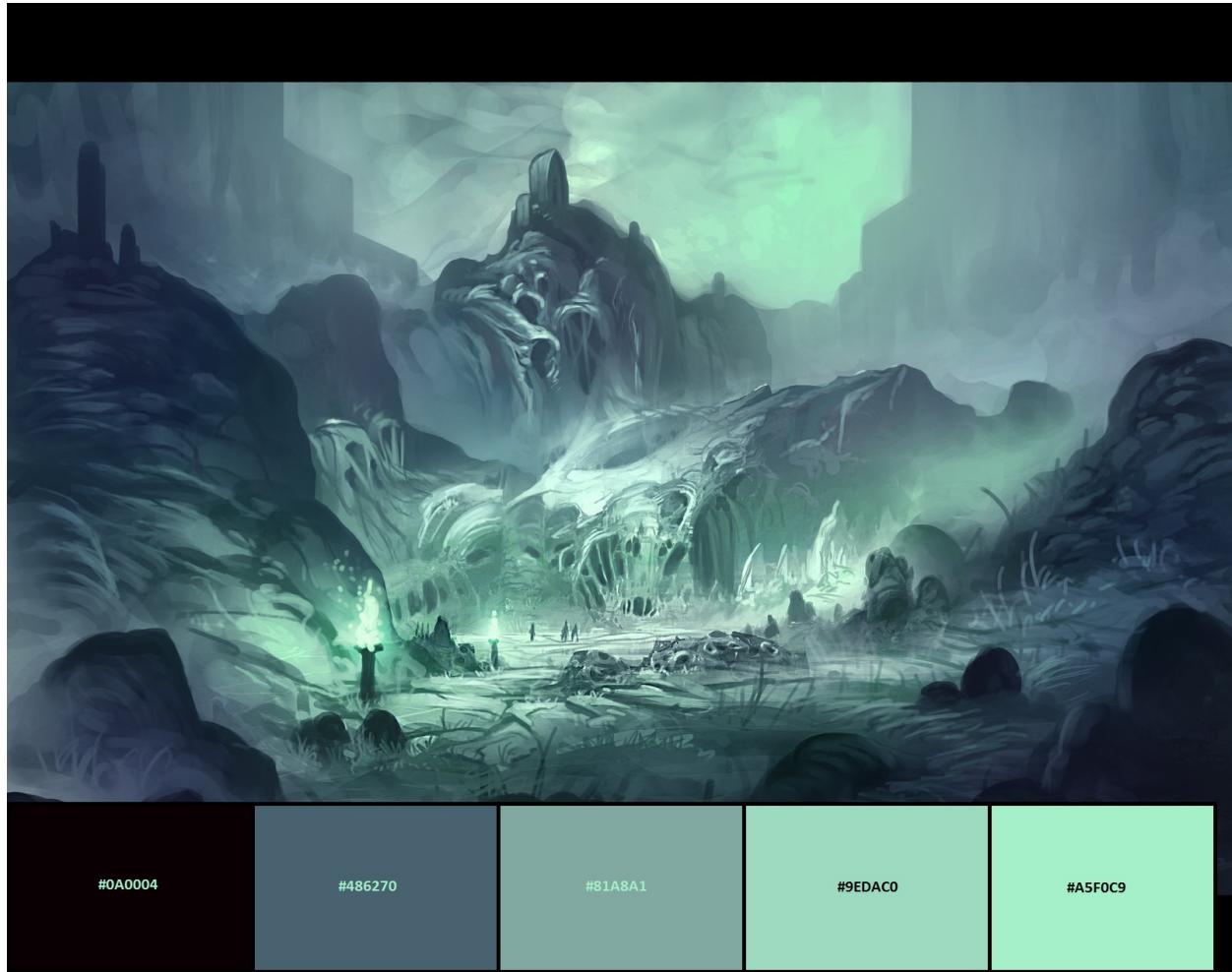


oranges and tans. However, it is the presence of black combined with this palette that really brings across the emotion of fury, almost as if the subject is consumed with the color of fire. If it was instead white or a light tone, I can imagine that this image would give across a much more positive energy.

In contrast to the previous image, here we have an image that contains three very similar warm tones, with oranges and orangish pinks and browns as part of the character. However,



it is contrasted with the cool tones of sea blue and sky blue. These contrasts give the picture a sense of vibrancy and adventure to the picture, really giving the image a sense of energy and light. It also helps to set the character apart from the rest of the image, drawing your eye to her and making her really stand out. In the case of this picture, the pallet works to both, convey the emotion of the piece and draw the viewer's focus into what the artist wants them to see.



#0A0004

#486270

#81A8A1

#9EDAC0

#A5F0C9

Lastly Here we have a picture that contains all cool tones but manages to come off with an incredibly sinister atmosphere. The combination of grey blues, teal greens and black manages to convey a sense of dread and anxiety while not appearing too cold. If blues were added in more saturation to this picture, it would come off as cold and almost frozen in appearance, but with the greens it comes off as diseased and filled with an ominous light. This pallet, in all, exemplifies an incredibly sinister feeling and uses its almost gradient tone to play with the light of the image.

Sources:

http://www.designingfortheweb.co.uk/part4/part4_chapter18.php

http://en.wikipedia.org/wiki/Color_theory#Warm_vs._cool_colors

