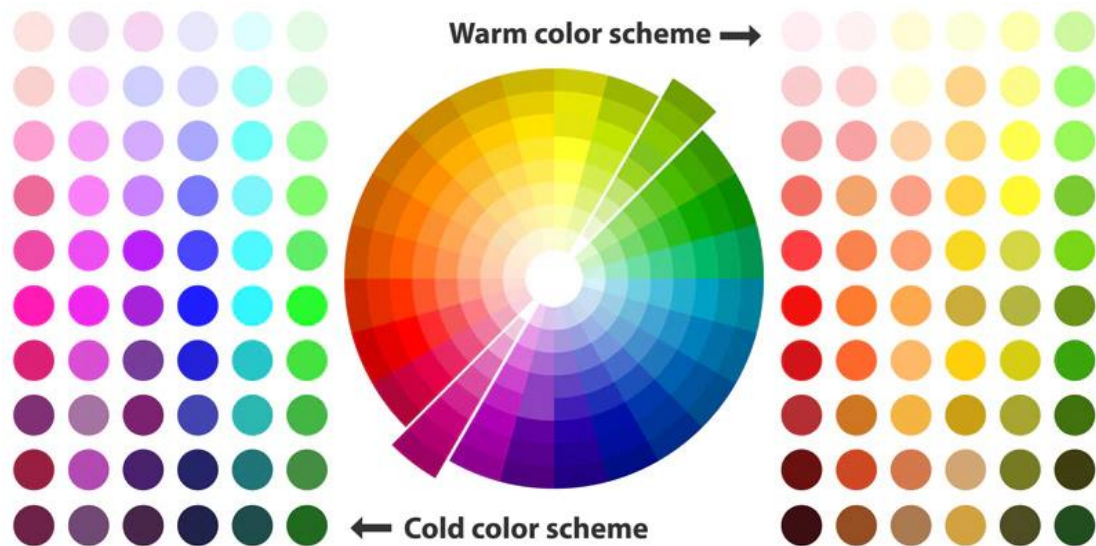


# Analyzing Color Theory with Pinterest

A DS 4002 Case Study by Ashley Rommel



Colors are fascinating. There is a vast amount of different shades, and they have the power to influence feelings. Bright colors often provide feelings of joy and excitement, while darker colors provoke feelings of somber or quiet. They are also so complex in that certain colors match very nicely with other colors while some colors do not. Color Theory is the term used for the study of how colors work together and how they can influence emotions and perceptions. The categorization of colors into warm or cool tones also developed, and people will often match colors of similar tones because they go together.

You are a data scientist working on a project to look at the validity of color theory, and if there are distinct characteristics in warm and cool tones that can help technology distinguish between the two tones. The data will be retrieved from images on Pinterest since it is a platform that a lot of designers and influencers use to find color palettes, outfits, or makeup that have certain tones. You will be doing image analysis on a dataset of warm and cool tone images on Pinterest to see how successful Pinterest is at recommending make up looks for warm and cool tones.

<https://github.com/ashleyr05/Pinterest-and-Color-Theory-Case-Study>