

Cross modal correspondence

<https://dl.acm.org/doi/abs/10.1145/3411764.3445373>

- associate high degrees of complexity and angularity with red colours, low brightness and high arousal levels
- less complex round shapes associated with blue colours, high brightness and positive valence levels

<https://dl.acm.org/doi/pdf/10.1145/3613904.3641952>

- pleasure/pleasantness - curved shapes

