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**Fatima Jinnah women university**

**GRAPHICS FOR MEDIA**

**Submitted to**

**Mam Mehwish Amber**

**Submitted by**

**Samra Saeed**

**MCMS II**

**Description of colours**

Primary colours

* Red
* Green
* Blue

Color Red

Red is the warmest of all colors. Red is the color most chosen by extroverts and one of the top picks of males. On the negative side red can mean temper or anger. In China, red is the color of prosperity and joy. Brides wear red and front doors are often painted red. Red is Tuesday's color. Red roses symbolize passionate love. Ruby rings should be worn on the left hand. Red is the color of Mars. This planet is known as the God of War.

# Color Green

This is the color of balance and harmony. From a color psychology perspective, it is the great balancer of the heart and the emotions, creating equilibrium between the head and the heart.

# Color Blue

This color is one of trust, honesty and loyalty. It is sincere, reserved and quiet, and doesn't like to make a fuss or draw attention. It hates confrontation, and likes to do things in its own way.

Secondary colours

* Pink
* Yellow
* Orange
* Brown
* Black
* White
* Gray

# Color Pink

This color represents compassion, nurturing and love. It relates to unconditional love and understanding, and the giving and receiving of nurturing.

## Color Yellow

The shade of yellow determines the meaning. Pure, bright and sunny yellow is the easiest color to see. People who are blind to other colors can usually see yellow. Yellow is full of creative and intellectual energy. Always use yellow note pads.

## Color Orange

Orange is a power color. It is one of the healing colors. It is said to increase the craving for food. It also stimulates enthusiasm and creativity. Orange means vitality with endurance. People who like orange are usually thoughtful and sincere. Lady luck's color is orange. I have been told that if a change of any kind is need in life, just burn an orange candle for 7 nights.

# Color Brown

The color brown is a serious, down-to-earth color signifying stability, structure and support.

Relating to the protection and support of the family unit, with a keen sense of duty and responsibility, brown takes its obligations seriously. It encourages a strong need for security and a sense of belonging, with family and friends being of utmost importance.

# Color Black

The color black relates to the hidden, the secretive and the unknown, and as a result it creates an air of mystery. It keeps things bottled up inside, hidden from the world.

In color psychology this color gives protection from external emotional stress. It creates a barrier between itself and the outside world, providing comfort while protecting its emotions and feelings, and hiding its vulnerabilities, insecurities and lack of self confidence.

# Color White

White is color at its most complete and pure, the color of perfection. The color meaning of white is purity, innocence, wholeness and completion.

In color psychology white is the color of new beginnings, wiping the slate clean, so to speak. It is the blank canvas waiting to be written upon. While white isn't stimulating to the senses, it opens the way for the creation of anything the mind can conceive.

# Color Gray

The color gray is an unemotional color. It is detached, neutral, impartial and indecisive - the fence-sitter.

From a color psychology perspective, gray is the color of compromise - being neither black nor white, it is the transition between two non-colors. The closer gray gets to black, the more dramatic and mysterious it becomes. The closer it gets to silver or white, the more illuminating and lively it becomes.