

# COLOURS FEELINGS, EMOTIONS, CULTURES

V.Ryan www.technologystudent.com 2021

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# COLOURS FEELINGS, EMOTIONS, CULTURES

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# INTRODUCTION TO COLOURS

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The findings of surveys suggest that very young children like bright, vibrant colours (reds, yellows and oranges etc...) whilst older people like more gentle or sophisticated colours and tones such as shades of blue. It is very important for a designer to understand the way colours are put together/created as this may help in the selection of the right colour scheme for a particular age group. Next time you pass a poster look closely at the colours - the designer has considered them very carefully.

**Tap the image** for more information and exercises



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# PRIMARY AND SECONDARY COLOURS

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These are colours that cannot be created through the mixing of other colours. They are colours in their own right. The three primary colours can be seen below RED - YELLOW - BLUE.

Primary colours can be mixed together to produce SECONDARY COLOURS. The table below shows the combination required to produce secondary colours.

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YELLOW	+	BLUE	=	GREEN
BLUE	+	RED	=	PURPLE
RED	+	YELLOW	=	ORANGE

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# THE COLOUR WHEEL

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The colour wheel can be seen below and this can be used to help remember primary and secondary colours. The secondary colours are in between the primary colours - for example - between red and blue is purple. Quite simply, mixing the primary colours of red and blue paint together will produce the secondary colour purple.

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# COMPLIMENTARY AND TERTIARY COLOURS

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An important rule of the colour wheel is that colours opposite to each other on the colour wheel usually work well together as a colour scheme. These are known as **COMPLEMENTARY COLOURS**.

## TERTIARY COLOURS

When a primary colour is mixed with its closest secondary colour, a tertiary colour is produced. The tertiary colour chart is seen below.

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# COLOURS AND FEELINGS, EMOTIONS AND ATMOSPHERE

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Designers have a large range of colours at their disposal and most are well aware that colours are associated with feelings and emotions. Designers, companies and manufacturers use colours cleverly, to promote a certain feeling about their products.

**Tap the image** for more information on Red and its links to feelings and emotions



FEAR  
WARNING  
BLOOD  
ANGER  
DEBT - IN THE RED  
PASSIONATE  
AGGRESSIVE  
IMPORTANT - THE RED  
CARPET

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# COLOURS, FEELINGS, EMOTIONS

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**Tap the images** for more on the colours and their links to feelings and emotions



CALM  
SERENE  
ENVIRONMENT  
PLANTS  
NATURAL  
GREEN WITH ENVY  
EVERLASTING  
NATURAL  
STABLE  
PROSPEROUS



HAPPY  
BRIGHT  
LIGHT  
FRIENDLY  
WARNING  
ENERGETIC

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# COLOURS, FEELINGS, EMOTIONS

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DREAMS  
PURPLE STRETCH  
(THINGS GOING WELL)  
LENT - RELIGIOUS  
REPENTANCE  
LUXURIOUS  
MYSTERIOUS  
ROMANTIC



WARMTH  
ENERGY  
HAPPY  
PLAYFUL  
SUNSET  
CHEAPNESS  
HEALTH  
VIBRANCE

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# COLOURS, FEELINGS, EMOTIONS

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PURE  
HONESTY  
HYGIENIC  
HEALTH  
CLEAN  
GOODNESS  
EMPTY  
VIRTUOUS



THE SKY  
OPENNESS  
COLD  
COOL  
ICE  
CHILLED  
SERENE  
TRUSTWORTHY  
INVITING

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# COLOURS, FEELINGS, EMOTIONS

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EARTH / SOIL  
TREES / FORESTS  
NATURAL WOOD  
THE OUTDOORS  
RUSTIC  
ENVIRONMENT  
STURDY  
RELIABLE



GLOOM  
FORMAL  
OCCASIONS  
NEUTRAL  
BORING  
SUBDUED  
RAINY DAYS

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# COLOURS, FEELINGS, EMOTIONS

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BOLD  
STRONG  
SOPHISTICATE  
D  
POWERFUL  
MYSTERIOUS  
ELEGANCE

Can you describe three products and explain how colour schemes have been used on each, to promote feelings / emotions / atmosphere surrounding the products.

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# COLOURS CAN INFLUENCE

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In the 1960's, the Presidential Election in the USA, was between Richard Nixon and John F Kennedy. The main focus of attention was a live debate on television. Richard Nixon was dressed in a light coloured suit, whereas John F Kennedy, dressed in a dark suit. It is believed that Kennedy looked a more prominent person, because of his dark suit. Nixon's light coloured suit made him look smaller and less significant. After the TV debate Kennedy took a lead in the election polls and won the Presidential Election.

**Tap the images** for more information and exercises



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# COLOURS, BUILDINGS AND CULTURES

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Light colours make people feel more relaxed.

Darker colours create a serious, formal atmosphere. Classrooms are sometimes coloured in shades of blue and orange, as these are thought to promote learning.

In the hot environment of Australia, cool colours, such as blues and greens on buildings (inside and outside). It is thought to influence people, to think that the environment they are in, is cooler.

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# COLOURS, BUILDINGS AND CULTURES

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In Europe, bright primary colours are used to promote the feeling of warmth, due to the longer winters and a colder climate.

In the hot / warm Mediterranean, where summers have high temperatures, many of the villas and homes are coloured white.

This is to reflect as much sunlight as possible, away from the building. The aim is to keep the rooms inside cool.

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# COLOURS, CULTURES, ADVERTISING AND MARKETING

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Many companies have developed a sophisticated understanding, of the importance of colours and colour schemes, in different countries.

In China, colours are characterised by their lightness or darkness. White is regarded as a pure colour and reflects honesty. Red is associated with good luck. A child can expect to be given a red envelope, full of money on his / her birthday. Elsewhere in the world red is used to represent danger. For this reason red is often used on road signs and other danger signs.

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# COLOURS AND ADVERTISING IN DIFFERENT COUNTRIES

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A colour that has a positive meaning and associations in one culture, may mean something very different to another culture.

E.G., white is associated with death and mourning in many Eastern and Asian cultures.

It has the opposite meaning in Western cultures. Red has contrasting meanings and especially to religious groups and faiths. Some colours even have political associations and are found prominent in national flags and political parties.

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# COLOURS AND SELLING PRODUCTS

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Sophisticated products such as expensive chocolates, often have shades of blue and black or even gold, on their packaging. The printing on the packaging is usually gold / silver. It is believed that these colours make the package look more expensive and 'up-market'. They give the illusion, that the chocolates inside the package, are quality chocolates.

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# COLOURS AND SELLING PRODUCTS

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Research shows that young children are attracted to sweet packages, that have bright colours (bright reds and yellows). Apparently, older people are attracted towards more subtle colours (shades of blue).

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# COLOURS AND SELLING PRODUCTS

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Study washing powder / liquid packaging. The colours applied to the packaging reflects 'freshness'. In this way, blues (representing water) and greens (representing a healthy environment) are dominant.

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# THE DE STIJL DESIGN MOVEMENT

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The De Stijl Design Movement (also known as Neoplasticism) originated in Holland in 1917. De Stijl promoted a style of design based on a limit range of colours (primary colors, red, yellow, and blue), used in conjunction with a combination of horizontal and vertical lines.

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# POP ART

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Pop Art evolved from the growing interest in the world of popular culture, to an art movement in its own right, thanks to artists such as Andy Warhol and David Hockney. Images of often colourful and distinctive. Pop artists often use images based on comic strips. Multiple images of the same subject often used.

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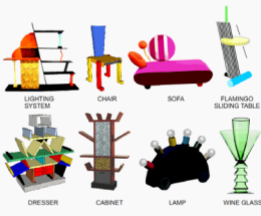
# MEMPHIS DESIGNS

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The Memphis Group, established of the 1980s, was composed of designers based in Italy. Its designs emphasised Post Modernist design principles, although some principles were shared with Modernism.

Memphis designs / products, have a vibrant colour scheme, with bright, lively colours dominating.

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