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Research Paper #1

**Complexity of Color**

Every day we are surrounded by light that have been either absorbed or reflected off objects. During this process, it produces the variety of color we see on anything in our line of vision and now mostly everybody thinks color is simple since we have grown accustomed to seeing it nonstop. However, color is actually more complex than we think it is. Color has a lot of meaning and details, the ability to influence us psychology, and is crucial between a good design to a bad design. In this paper, it will first discuss about the minor details of color to provide a basic understanding of it and then discuss how color is able to affect us psychology.

In total, there are eight common colors that are used today in logos, brands and etc. There are the colors red, orange, yellow, green, blue, purple, white and black. Red is associated mainly with strength, danger and love, but there are similar colors of red to suggest something more specific. For example, dark red could be used to directly suggest wrath while light red is used for joy. Orange is related to encouragement and simulation. However, once again changing it to a dark orange or red orange can make it mean distrust or desire. Yellow is no exception since a dull yellow could represent jealously although yellow is often associated with happiness and joy. The color green could mean harmony and fertility since most vegetables or plants have the color green somewhere. Blue could mean calm and purple is associated with royalty. Lastly, there are the two colors of white and black and for a long time, humans have categorize white to be good and black to be evil or death. These two colors could be applied to all the other six colors and give it a positive or negative meaning.er

Then going into specifics, color is broken up into three color models; RGB, CMYK and HSB. RGB is the acronym for red, green, and blue and is associated with what we see on a computer screen. Mixing red and green will result in the color yellow, green and blue will create cyan, and blue and red will become magenta. CMYK stands for cyan, magenta, yellow and black and is used for printing purposes. When combing colors in this color model, you will get the colors of red, green, blue, but also black. Lastly, HSB is hue, saturation, and brightness which all added together forms color. Looking at the images at the bottom half of the second page, it could be inferred that adjusting the hue will change the color of an image to a different color. Increasing or decreasing the saturation will affect how intense the color is and changing the brightness of an image will make it lighter or darker. Taking into account of all the different colors that are available and how easily it can be adjusted, these colors are able to affect us emotionally.

We are human and we are emotional animals. Whether it is staring at a piece of art or watching a well edited video, if that composition moved an individual, then he or she would feel an emotion. However, this mostly applies to those who are able to appreciate art galleries or have an artistic side to them. Most individuals could care less and would not pay much attention to the detail and move on, but they unconsciously do pay attention to something else.

In this society, it is full of business and corporations that have their own unique identity. During the process to create their logo, the designers had to consider what colors would represent this business. Looking at banks with Chinese origins, they use the color red such as HSBC, but banks from the United States such as Chase and Citi Bank use the colors blue. The reason why Chase and Citi Bank used blue and not red is because that in the United States, blue is considered to be formal and businesslike as blue is also the favorite color of businesses.

Lastly, each color has its own ability to influence our mood, but when used together with another color, it could amplify the effects of both colors. Fast food restaurants such as McDonald uses the colors yellow and red because the color red is known to make us hungrier while yellow speeds up the metabolism. On the other hand, hospitals purposely uses certain colors that is linked to a faster rate of recovery.

Color is not simple, but is actually very complex. What people know about color is just the tip of the iceberg. Most of those people do not know about the three color models; RGB, CMYK and HSB. They do not know why all of a suddenly they feel a certain way just by looking at something nor how an object seems to have so much life to it or understand how their mood changed so quickly. There is a reason behind choosing one color over another color and behind that reason are tiny details that must be considered into creating a good composition, to advertise, and to make an individual feel a certain way psychology.

**Bibliography**

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