Anchal Kc 3/2/2020

COMD 1112

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Today’s class we learned about colors. Colors has ability to evoke powerful emotions from people when used properly. There are eight different colors and they are red, blue, yellow, green, orange, purple, black and white. Red stimulates and is the most passionate color. It tends to excite and get adrenaline pumping through body. It also signifies danger but is associated with love and anger. In USA it associated with lust and adultery while it means fertility, life and happiness in Asia. Blue is for university that symbolizes serenity and tranquility. Its moderately use brings calming effect and also refers to sky and ocean. It is associated with frozen things. Yellow suggest fears and the feeling of isolation and low self-esteem. Green is known as restful color. Green also suggests jealousy and envy and natural, fresh or healthy. Orange is associated with fire and good things to eat like fast food chains. Orange is also most edible especially in tinges brown shades. It also evokes thoughts of autumn. Purple represents expensive, spirituality and high quality. It associates with royalty. Black represents mourning in western cultures. Black suggests darkness and night or evil and elegance like black-tie. White is symbolic for purity, cleanliness and goddess. Color white are worn at weddings in western cultures and mourning is Asian cultures.