

Module 15: "Color and Emotion"

Lecture 39: "Color and Emotion Meaning of Color"

The Lecture Contains:

- ☰ The Meaning of Color
- ☰ Functional and Non-functional Elements of Color
- ☰ Functional Elements
 - Dots
 - Line

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The Meaning of Color

"Color in design is very subjective. What evokes one reaction in one person may evoke a very different reaction in someone else. Sometimes this is due to personal preference, and other times due to cultural background. Color theory is a science in itself. Studying how colors affect different people, either individually or as a group, is something some people build their careers on. And there's a lot to it. Something as simple as changing the exact hue or saturation of a color can evoke a completely different feeling. Cultural differences mean that something that's happy and uplifting in one country can be depressing in another."

(Ref: <http://www.smashingmagazine.com/2010/01/28/color-theory-for-designers-part-1-the-meaning-of-color/> ; June 9, 2012)

Color has fascinated human beings since the beginning of human history. The close attachment with color has created many spectrums of creativity. Human beings have shown their association through enormous creative activities. Color's attractiveness has inspired people to apply in architecture, clothing, and household consumer items, rituals, ceremonial events, etc. One may go one listing items that are related to color. However, it is realized that the sentimental attachment with color has strong emotional content. In order to understand the emotional relationship with color one has to search for the reasons. The topic Color and Emotion would try to examine various elements that are causing such emotional bonding.

Functional and Non-functional Elements of Color

Design deals with the following two areas- Functional and Non-functional Elements. Along with other functional elements color plays a very significant role. Color in Design has definite role to play. In design, color helps in communication through visual perception. Therefore, design's power of communication has to be effective through the semantics of color along with other elements. Color has to be functional like other applied elements.

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Functional Elements

Dots



Plate 1 Digital Pointillism Art (Dots)

(Source: http://www.google.co.in/search?hl=en&q=Digital+Pointillism+Art&bav=on.2.or.r_gc.r_pw.r_qf.cf.osb&biw=1329&bih=555&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=bvvZT8ibA4ulrAeLlaDZBw ; June 14, 2012
<http://blog.pixable.com/2010/06/14/pointillism-to-pixelization/> June 14, 2012)

Functional Elements in Design (plate 1) helps to build the structural framework. Functional elements in design are- point, line, form, shape and space, movement, color, pattern and texture which are being applied quite successfully in the field of design since 1930s. These components are effectively applied and created enough databases for the present day design professionals. Use of modern technology has made it easier for the application. We can certainly quantify point, length of a line, dimension of a form, shape of a form, an son on.

Quantification helped us to build a logical decision because of the quantification. Such quantification is extremely necessary for the standardization in the business of manufacturing. Manufacturing process cannot be successful in mass production if it is not standardized based on quantification.

Until very recently design profession mostly depended on formal functional elements which are being verified through quantitative parameters. In most cases design explores various formal elements and principles that are related to *functional elements*. All these elements are part of the design's formal structure. However, in most cases the *non-functional elements* remain untouched or unaddressed since it is a complex area that cannot be quantified by one single parameter or a methodology. In the recent years the non-functional elements are being experimented in design. The *Non-functional elements* deal with *human emotions* that evoke a sense of affection and attachment. Every living being in varying degrees has the sense of such emotion.

Line

Line creates a physical as well as conceptual form by joining points to create surface of planes. Eye can complete it



Lines

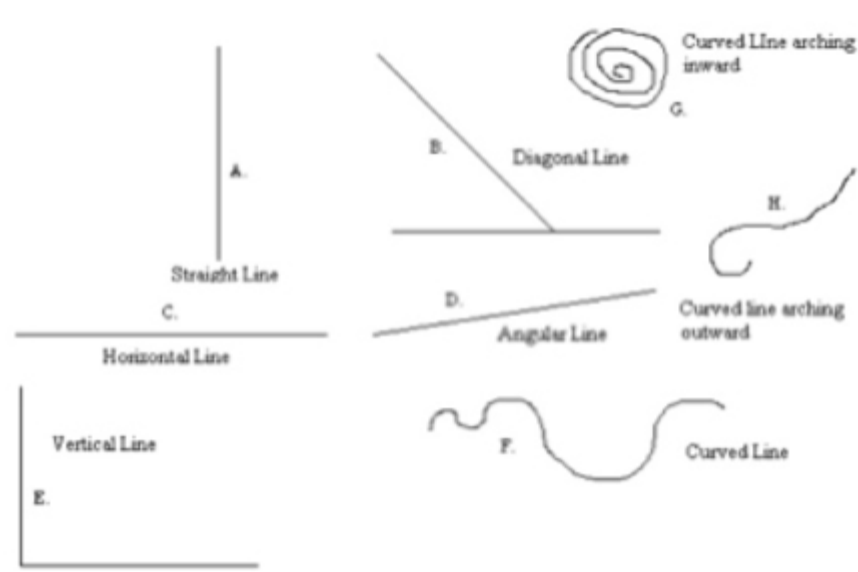


Plate 2 Line's Characteristics

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- A- Straight line- strength, vitality, stability and security
- B- Diagonal line- movement up or downward
- C- Horizontal line- passive
- D- Angular line- shows motion
- E- Vertical line- noble, balance, towering, strength
- F- Curved- beauty, grace and elegance
- G- Curved line arching upward- peeling poverty and emptiness
- H- Curved line arching inward- produces a sense of fullness and calm

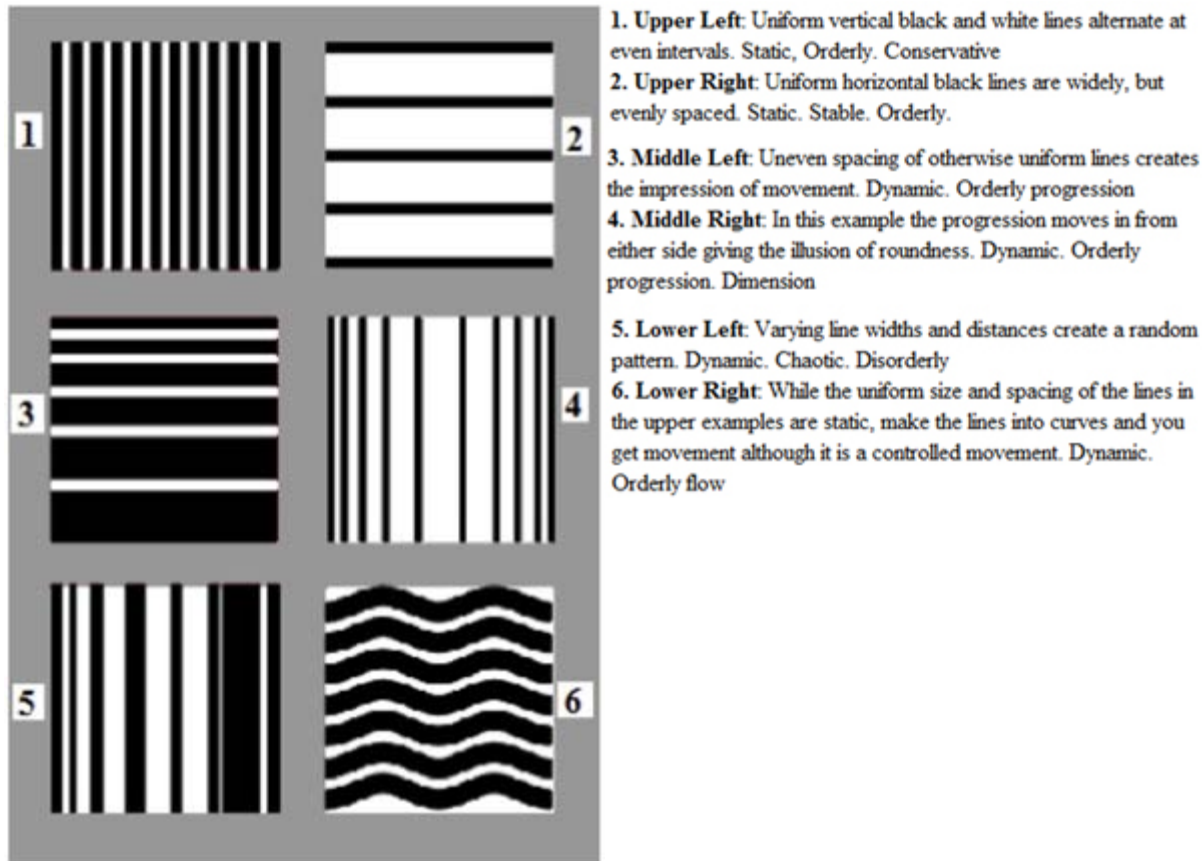


Plate 3 Lines Show Human Nature

(Ref. http://desktoppub.about.com/od/elements/1/aa_lines2.htm ; June 15, 2012)

Line conveys inner feeling of human beings. Lines convey human emotion under different conditions. Psychologists have conducted experimental research to understand the characters of line and relationship with human behaviour. It is the most important element to determine the basic shape of an object. However, one has to remember, line does not exist in reality. We see line in contrast to another object due to the contrast of form, shape, color, texture, etc. Line is an abstract form that appears due to the above conditions. Following are some of the results related to line and its physical and psychological effect.

The nature of line- curves, angular, straight, thick, and thin, calligraphy would signify the characteristic of the object. Line has tremendous power of expression (examples- Expressionist paintings by Picasso, Matisse, Jackson Pollock, etc.). Line can evoke emotion and feeling. In product design, the sensuous quality can be expressed with the help of quality of line.