

Module 8: "Psychological Perception of Color"

Lecture 22: "Color has Weight"

The Lecture Contains:

- ☰ Color has weight
- ☰ Color has movement
- ☰ Color has temperature
- ☰ Color can create identity

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Color has weight

it can make object appear light or heavier in packaging design, where the illusion of lightness is desired and in display for apparel or home product. Interestingly there are colors in certain combinations they appear light or heavy in weight. In the field of art and design artists have successfully applied illusion of heaviness and lightness in weight.



Plate6 A Paul Cezanne



6 B Dark Nail Polish



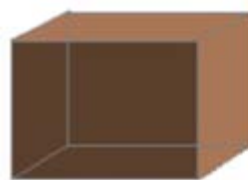
6 C Darker hues are heavier



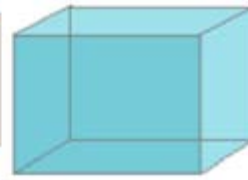
Plate7 A Darker Hue



7 B Lighter Hue



A



B

7 C Brown Box

7 C Ice Blue transparent color

The above products with different hues certainly appear heavier or lighter in weight. Between the box- A and box-B (plate7), A appears heavier in weight. Some of the colors appear heavier than other colors. Usually the darker hues appear heavier compare to lighter hues. Paul Cézanne's painting (plate6 A) has lighter hues against darker background hues. The darker hues certainly appear heavier compare to the lighter hues of the body color of the female figures. Similarly the darker color nail-polish appears heavier in contrast to the skin color. The wools (plate6 C) are having different color. It appears the darker colors. Black appears the heaviest compare to other colors. Thus color may create illusion of weight.

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Color has movement

color can make an area or object seem nearer or farther.



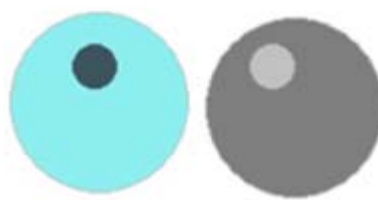
Plate 8 A Sprayed Color



8 B Fishermen



8 C Seagulls



8 D

Normally darker colors appear to be heavier compare to lighter hues. Light hue appears nearer in contrast darker hue recedes back. In all the above examples (plates 8) in each case the darker hues recede backward from the foreground compare to the lighter hues.

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Color has temperature

it can create impression of warmth or coolness.

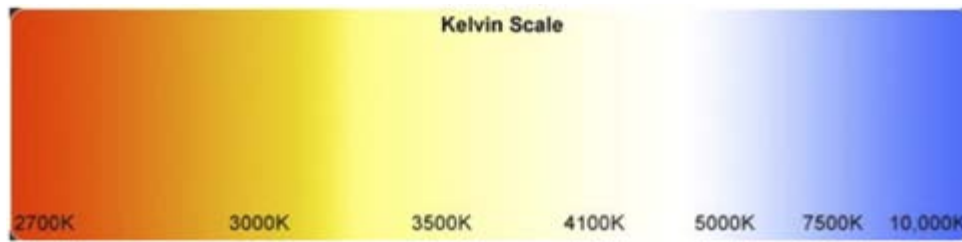


Plate9 Temperature in Color

(Source: http://www.google.co.in/search?hl=en&q=Color+has+Temperature&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=67rQT7PaNlzzrQew0sWKDg#um=1&hl=en&tbn=isch&sa=1&q=temperature+color+scale&oq=temperature++color&aq=1&aqi=g4gm6&aql=1&gs_l=img.1.1.0l4j0i5l6.67558.67558.4.72664.1.1.0.0.0.124.124.0j1.1.0.ckh.1.0.0.IZAhp08TwUA&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=ffcb83f7ab9787b&biw=1350&bih=559 ; June 7, 2012)

The above color strip (plate9) shows, physically the blue has higher temperature while red has the lowest temperature. For colors based on 'black body' theory, blue occurs at higher temperatures, while red occurs at lower, cooler, temperatures. This is the opposite of the cultural associations attributed to colors, in which "red" is "hot", and "blue" is "cold".

Warm and cool colors application is by analogy to feelings. Physically there is no color that gives us feeling of hot or cold, it is our psychological experience that we connect to each color. In the context of color pigment in art and design, when artists refer to *temperature*, what they are referring to is the degree of warmth or coolness measured in relationship to *another* color creating a measure of *contrast*.

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Plates10 Range of colors

The range of colors between green to purple-blue gives us the feeling of cool temperature (plate10). On the other hand the color between golden yellow to vermilion red appears to generate feeling of warmth.

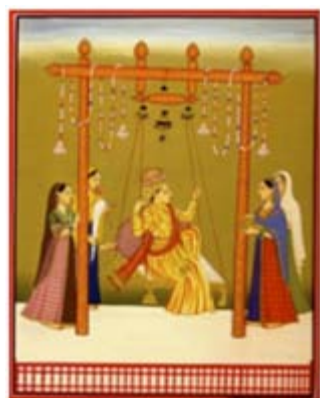


Plate11 A Raga *Hindol*
Bundelkhand)
(Spring Season)



11 B. Ragini Gurjari
(Early morning)



11 C Ragini Madhu Madhavi
(Mid-night)

Each of the above miniature painting illustrates the beauty of nature through symbolic representation of colors. The warmth of the spring season gives much warmer feeling because of the hues of red and orange colors (plate11 A). On the other hand the feeling of coolness in early morning is illustrated (plate11 B) with the help of hues of green-blue colors. The mid-night brings combination of dark blackish color to create the feeling of night (plate11 C). Thus, colors can be symbolically and metaphorically applied to generate certain feeling of temperature (cool-warm). Thus traditionally Indian miniature paintings have metaphorically created the range of colors based on the observation of nature.

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Color can create identity

The use of color in trade marks, products and corporate images is widespread. It sometimes supersedes other psychological affects (such as- Coca-Cola Red being used for cooling drink). Other uses of identity are pipe coding, seasonal colors.



Plates12 Color and Product Identity

Each product has created its own identity (plates 12) based on color combination and stylization of the brand name. Because of the identity the product would appear clearly against other similar product group. Coca Cola 'Red', Pepsi 'Blue' multicolor Google letters, etc have established their identity in the global market. Artists through ages have similarly created their own style and choice of color palette (plates 13) that would separate them from other during the same period.

During the Impressionism Period (1870s-1880s) under the same style tried to create their own identity through use of color palettes and use of brush strokes (plates 13).



Plate 13 A Van Gogh



13 B Claude Monet



13 C Auguste Renoir

(Source: http://www.google.co.in/search?hl=en&q=impressionism&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=78HQT_HQIYXyrQfEw_yYDA ; June 7, 2012)

Van Gogh (plate13 A) use of intense color against darker color with 'stabbing' brush strokes has created his identity. Similarly Monet's Water Lily is characteristically his style that remained unique among other Impressionist painters. Renoir's softer tonal hues with higher intensity colors are typical of his style. Each of the painters are from the Impressionist movement, however each one has established his own style because of the choice of color palette.