

Module 8: "Psychological Perception of Color"

Lecture 21: "Introduction- Meaning of Color"

The Lecture Contains:

- Introduction- Meaning of Color
- Color Dimension

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Color has multifaceted meanings. Indian subcontinent is known for its fondness of colors. Historically the subcontinent has always shown its great admiration and fondness towards color in every spectrum of livelihood. For other people who are not associated with the cultural heritage of the subcontinent may not realize the social value of color's role in the society. The subcontinent is a place of multi-ethnic and multi-cultural caldron. The land has embraced such social milieu for thousands of years. Color is a way of livelihood in essence, has been a large part of the Indian consciousness.



Plate1 Flowers in Indian Celebration

From the deep orange marigold flowers (*Genda*) that adorn almost every celebration to the deep hues of red that decorates the bride on her most important day. The color and social events have become synonymous with the ethos of the society through the expression of faith and beliefs. The tremendous diversity is key to the ancient tradition of Indian culture is perhaps the only common thread that ties its people together. It is almost impossible to appreciate or understand the common thread that is binding the society with so much of diversity.

In a country as diverse and culturally vibrant as India, it is perhaps the common, simple expressions of color that hold together the multitudes of outlooks, lifestyles, and traditions. The symbolism of color stands out and controls every aspect of life in India, be it religion, politics, festivals, or celebrations. In Indian subcontinent from the north, south, west, or east, color and culture go hand in hand.

(Read more: <http://www.sensationalcolor.com/color-messages-meanings/color-around-the-globe/india-a-country-of-symbolic-colors.html> ; June 6, 2012)

Meaning of Color could be experienced in various ways which may vary from person to person, culture to culture and tradition to tradition. Color has attributes- cool, hot/ warm, bright, dull, etc. In true sense there is no color that is cold or hot (Physically), it is our feeling- warm and cool colors application by analogy to feelings.

Color has many meanings, which varies in great diversity. How color behaves in relation to other colors and shapes is a complex area of color theory. Combination of colors could be from pure arrangement of colors to symbols and metaphors. Following are related to color's attribute that we perceive-

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Color has dimension

it can make an object appear larger or smaller, which is based on perceptive ability. Most people believe that the cue ball in billiard is larger than the eight balls.



Plate2 A. Billiard Cue Ball

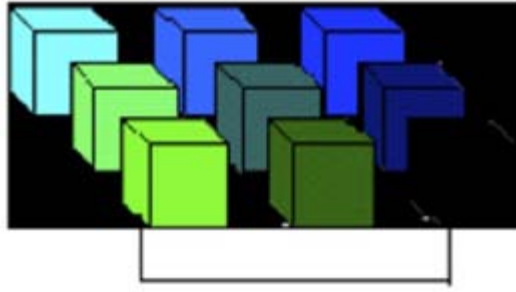


Plate2 B. Protanopic Vision (Green-Blue)



Plate2 C. Normal Vision

In order to realize the dimension (depth of field) each person has to have normal vision. Ordinary human color vision has three dimensions of color corresponding to the blue-sensitive cones, the green-sensitive cones and the red-sensitive cones. Protanopic vision has only the green-sensitive and the blue sensitive dimensions (plates2 A, B & C).

(Read more: http://en.wikipedia.org/wiki/Color_blindness ; June 6, 2012)

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Total color blindness
(Intensity only)



Protanopic



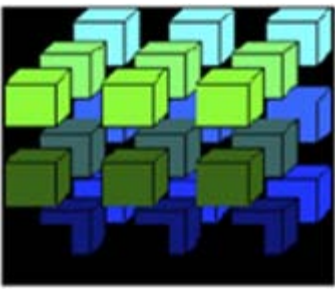
Normal



Plates3
A



Plate3 A. Blue-sensitive-cone



3 B. No red-sensitive cones



3 C. Three kind of Cones only
vision sees this

Plates3
B



Order in all the colors
in One dimension



Order in all colors in Two Dimension



Order in all colors in
Three Dimension

Plates3
C

The sets of plates (plates3 A, B & C) are arranged in sequence to illustrate the phenomenon of Color Blinds. Human beings have realized that they have limitations in viewing all the colors. It has been found that birds have four cones and probably have other visual mechanisms that take the dimensionality of their color to five or six. Hence, the 3-D perception is dependent on the person's viewing ability. The color blindness normally kills viewing the depth of field and allows seeing things in flat.

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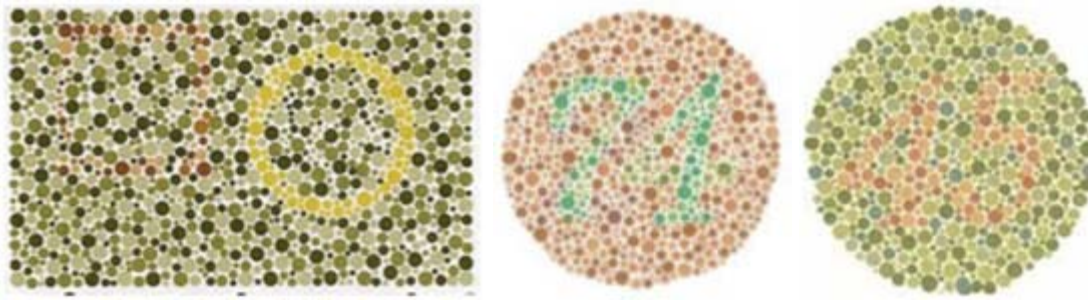


Plate4 Color Blind Test

Having the problem of 'color blind' one would not be in position to experience the depth of field/ dimension. Ophthalmologist may conduct one of the above tests (plate4) to determine the type of color-blind.

However, color has helped us in creating dimensions due to their intensity, contrast and color values. Combination of color may create objects coming forward or receding backward. In art and design artists have successfully applied the phenomenon of our perceptive deficiency.

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The contrasting Color, Texture and surface planes can create Depth of field (Dimension)

Plate5 A Color Dimension



5 B. Color Light



5 C. Indian Fashion Design

(Ref. Plate 4B <http://www.google.co.in/search?q=color+lights&hl=en&prmd=imvnsa&tbn=isch&tbo=u&source=univ&sa=X&ei=iTXQT8iSC8bSrQeXzNH0Cw&sqj=2&ved=0CGoQsAQ&biw=1350&bih=559> ; June 6, 2012)

Plate 4C http://www.google.co.in/search?hl=en&pq=color+in+fashion&cp=16&gs_id=1q4&xhr=t&q=color+in+Indian+fashion&biw=1350&bih=559&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=wjbQT4KnEcXQrQfn2IWKDA ; June 6, 2012)

Interior design much depends upon the choice of color (plate 5 A) to create space and depth of field to increase the feeling of dimension. Similarly color helps to create special effect in performing arts through creating dimension. Color intensity (plate 5 B) helps to achieve the dimension. In fashion design display (plate 5 C) the application of color is one of the most important aspects in its success.

(Source: http://www.google.co.in/search?hl=en&pq=color+in+fashion&cp=16&gs_id=1q4&xhr=t&q=color+in+Indian+fashion&biw=1350&bih=559&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=wjbQT4KnEcXQrQfn2IWKDA ; June 6, 2012)