

Module 8: "Psychological Perception of Color"

Lecture 23: "Color make object appear new old"

The Lecture Contains:

- ☰ Color make certain area or object appear new or old
- ☰ Color may give impressions of value
- ☰ Color may make an object appealing or repulsive
- ☰ Color may cause an item to be accepted or rejected
- ☰ Color usage is influenced by fashion and by interior and industrial designers
- ☰ Conclusion

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Color make certain area or object appear new or old

Ideally the use of blue or greens in combination of white and bright can give as area of newness.



Plates 14 Products in Dark brown, black and gray color



Plates 15 Lighter colors appear newer

The combinations of colors gray, black and brown tend to appear old (plate14). On the otherhand lighter color (plates15) appears newer.

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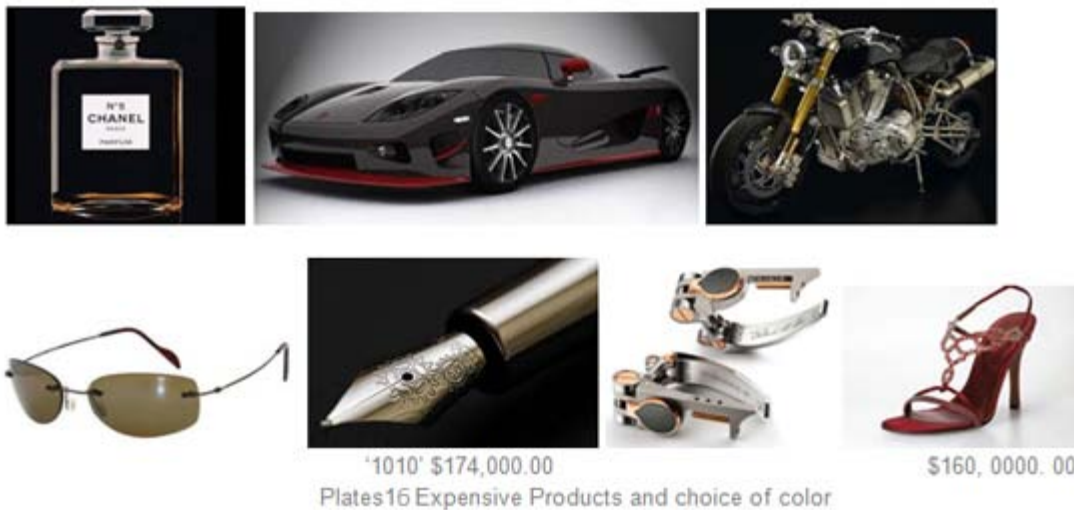
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Color may give impressions of value

An expensive perfume needs to be packaged in one color while a discount item needs another. This phenomenon is also affected by design, size and color combinations.

Color can tremendously enhance the image and branding of your product as it is such a visual medium. Packaging colors should reflect the philosophy of the logo and reflect the image you are displaying in the market to attract buyers. It would give wrong signal if you choose your favourite color without checking the inner messages of the color first. It might not communicate with the correct message to the customer.



The expensive products (plates16) must display the right color to communicate with the customer. The choice of exquisite color combination would give the impression of the product's uniqueness.

(Ref. http://www.google.co.in/search?hl=en&sugexp=ckh&pq=color+shows+value&cp=25&gs_id=39d&xhr=t&q=Color+gives+impression+of+value&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=m8bQTumD4_RrQfjqYyEDA#um=1&hl=en&tbn=isch&sa=1&q=Color+and+exquisite+value&oq=Color+and+exquisite+value&aq=f&aql=1&gs_l=img.12...60399.73693.0.75438.19.19.0.0.0.634.2914.0j18j51.19.0.ckh.1.0.0.AfrDGDuR77l&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=ffcb83f7ab9787b&biw=1350&bih=559 ; June 7, 2012)

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Color may make an object appealing or repulsive

color out of context, such as blue mashed potatoes or red bread can actually be nauseating. It is found that many of us have grown distaste or taste towards particular color (s). Due to various reasons human being reacts to color psychologically. Some colors appeal to individuals while a few may have repulsive affect.

Repulsive



Plates 17 Color food has repulsive effect

Appealing



Plates 18 Appealing Food Color

Psychologists have found that 'blue' color food (plate 17) tends to have repulsive effect. In nature not many fruits are having blue color. Black color hamburger may not increase your appetite. If food is served on a blue plate people would lose appetite. On the otherhand, yellow-red color food (plate 18) increases appetite. Yellow-red-orange color gives us feeling of sweetish taste.

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Color may cause an item to be accepted or rejected

Color may cause an item to be accepted or rejected because of custom, taboos, national association or religious reasons.

Around the world societies have shown their liking or disliking of colors based on the traditional believes rituals and practices. Thus in many cases the colors have become taboo to their practices. The pictures bellow (plates 19-20) are a few examples of societal choice of color based on tradition and cultural preferences.



Plates19 Ceremonial Event,
India



Mourning Dress
(Christianity)



Mourning in China



Plates20 Queen's Birthday
Celebration, UK



Birthday Cupcake Color



Birthday Flower

The influence of color may be interpreted differently in different global cultures- religion, politics, climate, gender, age and other influences that play a powerful role (plate 19). Celebration has always preference for red-orange-yellow warm colors. The issue of globalization against national traditions of color has certainly has become an interesting area of research. Each culture and nation takes pride in displaying and preserving their identity through various manners. Color is one of the most powerful elements to express the national and cultural sentiment of a country.

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Plates 21. Green (Islamic)
(Auspicious)Islamic Architecture
Geometric & CalligraphyCovering the head is
considered taboo.Orange Color associated
with Hindu Spiritual Gurus

Plates 22 Ceremonial Decoration



International Flags-Color Symbolism



Plates 23 Clean Environment



Recycling



Olympic Logo



First Aid Logo

Color Taboo dominates the social ethos in most traditional cultures (plate 22). Many times the reason may not be logically understood. However, the faith remains to be respected. The sentiment around any taboo has to be respected and not challenged. Internationally there are colors which carry significance and acceptance globally (plate 23). Recycling green color logo is a globally accepted color symbol that is associated with nature. Trash-can symbol with dominant green color is globally accepted logo.



Plates 24 Buddhist (orange)

Jewish (blue)
Star of David

Feminine Color

Feminine & Masculine
Colors (pink & blue)

Spiritually orange is associated with renouncement (plates 24) for the saints. Pink is shown with femininity (plate 24) and blue with masculine is taboo accepted globally.

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Color usage is influenced by fashion and by interior and industrial designers

Color usage is influenced by fashion and by interior and industrial designers for achieving new.



Plates 25 Fashion Design



Soccer Jersey



Soccer Jersey



Footwear



Skating Dress



(Ref. http://www.google.co.in/search?hl=en&q=Appeal+%26+Repulsive+food+color&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=fObQT6GQMMrorAe3v6C6DQ#um=1&hl=en&tbm=isch&sa=1&q=color+and+fashion&oq=color+and+fashion&aq=f&aql=gS1&aql=&gs_l=img.3..0i24.32.8968.5.9549.18.12.0.6.5.2.417.2037.0j10j0j1j1.12.0...0.0.NghJA02J1m4&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=e324f24868caa595&biw=1350&bih=559 ;

http://www.google.co.in/search?hl=en&q=Appeal+%26+Repulsive+food+color&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&biw=1350&bih=559&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=fObQT6GQMMrorAe3v6C6DQ#um=1&hl=en&tbm=isch&sa=1&q=Fashion+color+in+sports&oq=Fashion+color+in+sports&aq=f&aql=&aql=&gs_l=img.3...35.14601.8.15741.24.13.0.11.10.0.177.1525.0j13.13.0...0.0.soNNfzX-KMU&pbx=1&bav=on.2.or.r_gc.r_pw.r_qf..cf.osb&fp=e324f24868caa595&biw=1350&bih=559 ; June 7, 2012

Fashion Design, Interior Design and various Industrial Product Designs (plates 25) have applied color to establish their identity, establish style and product characteristics. Color has therefore become one of the most valuable components in art and design. It can set a trend and create its own identity/ brand.

Conclusion

Thus there are many attempts to help people use color more effectively, thus achieving more emotional satisfaction. Color has close relationship with human emotion. Designers make sincere effort to apply color to build the emotional bonding between human being and product.

