

## COLOR AND CULTURE

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### Introduction

**T**he twelve segment of the color wheel consist of primary, secondary and tertiary hues and their specific tints and shades.

With red at the top, the color wheel identifies the three primary hues of red yellow and blue .These three primary color forms an equilateral triangle with the circle .The three secondary hues of orange violet and green are located between each primary hues and form another triangle.

Red orange, yellow orange, yellow green, blue green, blue violet and red violet are the six tertiary hues.

They result from the combination of primary and secondary hues. Constructed in an orderly progression, the color wheel enables the user to visualize. The sequence of color balance and harmony.



## **How to use color:-**

Working with color to achieve intended results can be a challenge but it can also be fun. An effective color to achieve intended results can be a challenge but it can also be fun. An effective color scheme can work a room feel warm and irritating, a graphic design able to attract attention or a poster to recall days gone by before learning what colors to use in order to achieve the best results one must first understand some basic color forms .each primary , secondary and tertiary hues is at level of full saturation or brightness which means that there is no black white or grey added color is described in terms of value which is the lightness or darkness of a color or the relative amount of white in hues .

White added in increments to any of the twelve color result in lighter values of the hue called tints.

For examples pink in tint of the primary color red. The incremental addition of black or grey to a hue results in darker value of the hue known as shades. A shade of the red is burgundy or maroon. These shades and tints are illustrated by the color chart.

**Aspects of color** – The aspects or qualities of color, refer to color combinations that evoke certain emotional response. We use many words to describe the properties of individual color and compare and contrast them, but light and dark are basic distinction.

Without sunlight or artificial light, there is no color. We depend on light for color, which we use in countless combinations to express our ideas and emotions.

**Color symbolism:** Color conveys meanings in two primary ways - natural associations and psychological symbolism. No, it's not mind control. The truth of the matter is that people are comfortable when colors remind them of similar things. For example, a soft shade of blue triggers associations with the sky and a psychological sense of calm. Successful design requires an awareness of how and why colors communicate meaning.

The source of these meanings can be quite conspicuous, such as those found in nature. Red is the color of blazing fire and blood, blue the color of cooling waters and the sky.

Color may generate another level of meaning in the mind. This symbolism arises from cultural and contemporary contexts. As such, it is not universal and may be unrelated to its natural associations. For example, green's associations with nature communicate growth, fruitfulness, freshness and ecology. On the other hand, green may also be symbolic of good luck, seasickness, money and greed — all of which have nothing to do with green plants. These associations arise from a complex assortment of sources. Furthermore, color may have both positive and negative symbolism. For example, although blue is the beautiful color of the sky on a sunny day, it can be symbolic of sadness or stability. Idiomatic American English reflects these traits in phrases such as "singing the blues" and "blue chip stocks." Red is another example of dual symbolism. On one hand, as the color of fire and blood, it is an energizing, aggressive and bold color. In direct contrast, red is used for "STOP" signs throughout the world today.

Although there are no absolutes, there are logical sources for the range of complex and sometimes contradictory psychological/cultural meanings of colors. These may arise from any of the

1. Cultural associations: the color of currency, traditions, celebrations, geography, etc. (For example, green is associated with heaven (Muslims) and luck (U.S. and Ireland))
2. Political and historical associations: the color of flags, political parties, royalty, etc. (For example, green is the color of Libya's flag; it's the favorite color of Emperor Hirohito and the source of "Green Day" in Japan, and in the U.S., the Green Party.)

3. Religious and mythical associations: the colors associated with spiritual or magical beliefs (For example, the green man was the God of fertility in Celtic myths, a symbolism that carries over into today's associations of Green M&M candies with sexuality in the U.S. Also, in contemporary Western culture, green is associated with extraterrestrial beings.)

4. Linguistic associations: color terminology within individual languages (For example, South Pacific languages refer to shades of green by comparison to plants in various stages of growth. In Scottish Gaelic the word for blue ('gorm') is also the word used for the color of grass.)

5. Contemporary usage and fads: current color applications to objects, sports, and associations generated by modern conventions and trends. (For example, green is used worldwide for traffic lights signifying "go." In Scandinavia, green has been a popular color for many decades. In the U.S., "avocado green" was a popular color for appliances in the 1960s. Today, lime green has been a hip and trendy color in fashion and advertising in the US since the late 1990s.)

## **The effects of Color**

**WHITE:** encompasses all color. It is the fastest wavelength and has a positive effect on creativity. White has purifying and healing qualities that are beneficial in any room. When used in the northeast and east, it will expand the positive energies coming from these directions.

**VIOLET:** calming and soothing, it aids psychic awareness. It is the shortest wavelength and the highest vibration in the color spectrum. A light shade of violet can be used as an accent color in a meditation room to uplift and support your spiritual practice.

**INDIGO:** represents depth of consciousness. It supports intuition and can be used as an accent in meditation rooms.

**BLUE:** stimulates the experience of inner truth and spiritual creativity and has the ability to reduce pain. It has a calming effect on the nervous system. Blue is a good color for a bedroom because it decreases blood pressure and respiratory rate. Blue can be used as an accent color in the bedroom by adding blue throw pillows, a bedspread, or drapes. Use blue in the west or northwest areas of a room for inspiration, personal growth and peace of mind.

**GREEN:** balances between the warm and cool colors. As the predominant color in nature, it stimulates abundance, balance, harmony, calmness and healing. It is the most beneficial color for use in hospitals. Green is also a good color for bathrooms, as it has purifying and renewing qualities. To use green as an accent color, hang green towels in your bathroom. Green can also be used in the study, as it stimulates learning. By adding plants to your study or office, you will support growth and prosperity. It is best to use green in the north area of a home or work space.

**YELLOW:** stimulates restful intellect, communication and concentration. A light shade of yellow is wonderful in a bedroom, particularly the master bedroom, as it improves and enhances relationships. An inexpensive way to incorporate yellow into the bedroom is in a bedspread or pillows. Due to its positive attributes, yellow can be used as a primary color throughout the home or office, yet it is most beneficial in the northeast, east, southeast, south or southwest.

**ORANGE:** stimulates a lighter and higher vibration than red does. Orange brings happiness; it is a social color that stimulates optimism, so it is good for any room used for social gatherings. Painting a wall in your dining room orange will stimulate your family's digestion. You can use orange as an accent color by placing a bowl of oranges on the dining

room table. As a warm color orange works especially well in the southern area of a home or office.

RED: the longest wavelength and the lowest frequency. Its natural placement is in the southeast. Red increases blood pressure, respiration and pulse rates. This color stimulates your physiology and also produces qualities such as strength, courage and steadfastness. Red can be used to overcome mental depression and fear. In an exercise room, use red to motivate or enhance activity. Use it as an accent color in the dining room or kitchen to stimulate the appetite, perhaps placing a bowl or red apples on your table or kitchen counter. Too much red can create aggressiveness, and thus is not recommended for children's rooms.

WHAT IS COLOR AND HOW DO WE SEE IT? The fact is, the physical world has no color – there are only light waves of different wave lengths. It is left to the retina cover of our eye to distinguish among the band of light that makes the world a rainbow for us. The eye again is your complex receptor. Simply, the rods and cones in your retina respond to light whereby an electro- chemical process sends signals by way of the optic neurons to the visual center of the brain where seeing “really occurs”. The cones in your retina are of three types – those sensitive only to blue, to green and to red: but as you can assume, they work in complex combination to provide the many color variations we see. In fact, the human eye can see at least 7 million colors. You are born with most of your ability to take in color. Interestingly, not all signals reach the brain's visual center; about 20% stop at the pituitary gland. This gland is the gland that sends out chemicals that signal other glands in the body. They are our response to color. Our brain also sometimes gets confused with color.

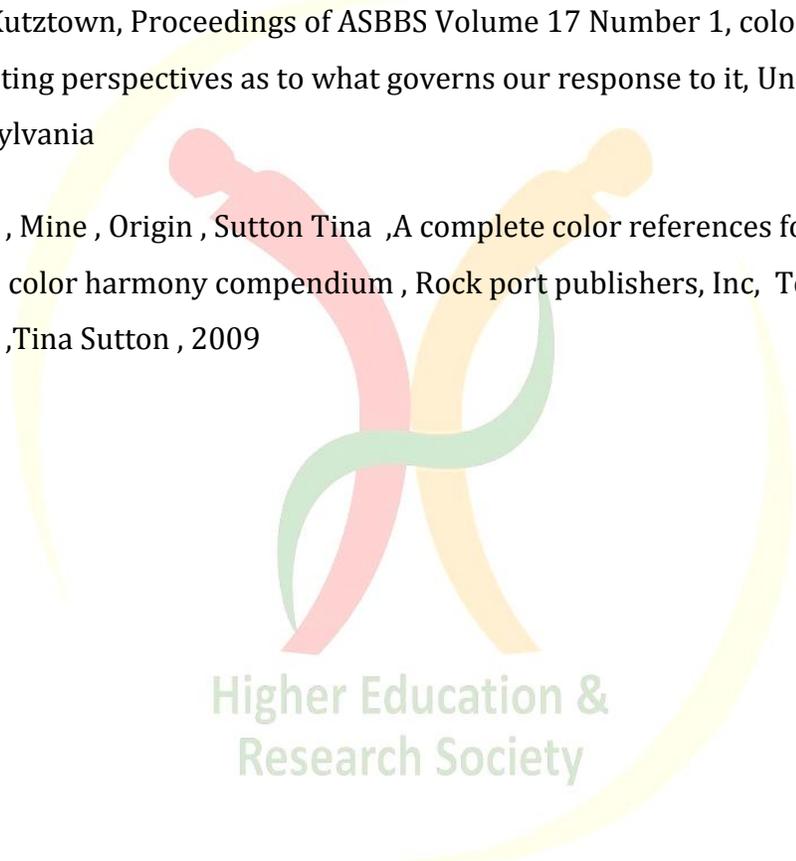
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