

Color & Mood

By: Mrs. Ross

COLOR...

Red

Black

Color can affect our mood, sometimes without us even realizing it. It can even increase or decrease our pulse rate or blood pressure, or change our body temperature.

Blue

Orange

We often use color words to represent moods or characteristics.

Purple

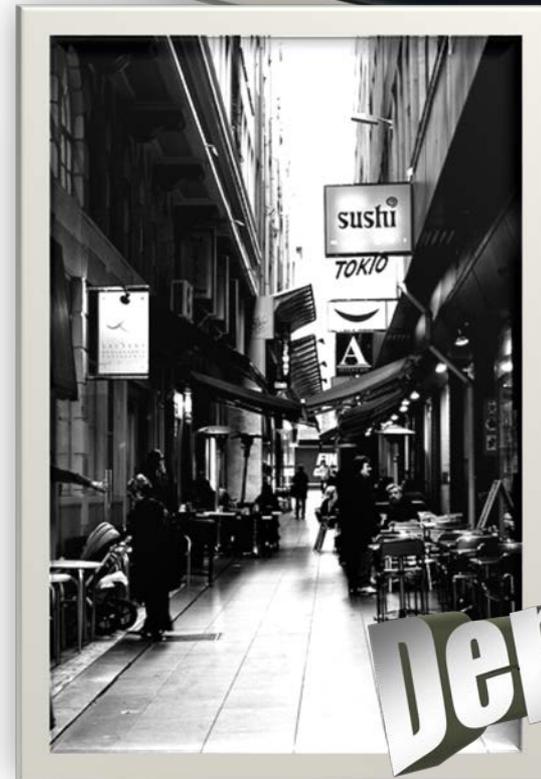
Yellow

White

Green

Black

Represents power, sexuality, sophistication, formality, elegance, wealth, mystery, fear, evil, anonymity, unhappiness, depth, style, evil, sadness, remorse, anger, underground, good technical color, mourning and death.



White

Represents reverence, purity, simplicity, cleanliness, peace, humility, precision, innocence, youth, birth, winter, snow, good, sterility, and marriage.



Purity



Innocence



Humility



Cleanliness



Marriage

RED

We associate red with love, valentines, danger, desire, speed, strength, violence, anger, emergency exit signs, stop signs and blood.



Speed



orange

Symbolizes balance, warmth, enthusiasm, vibrancy, flamboyancy, and is demanding of attention.



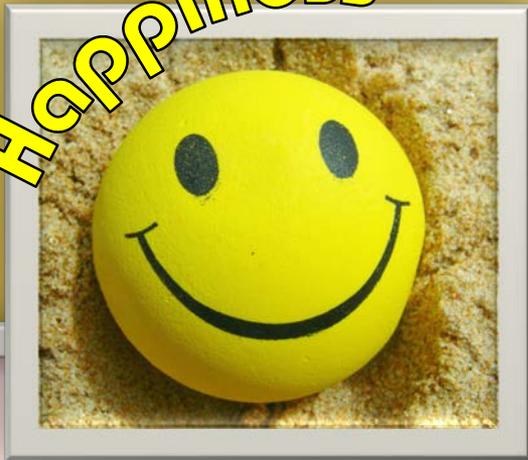
Flamboyancy



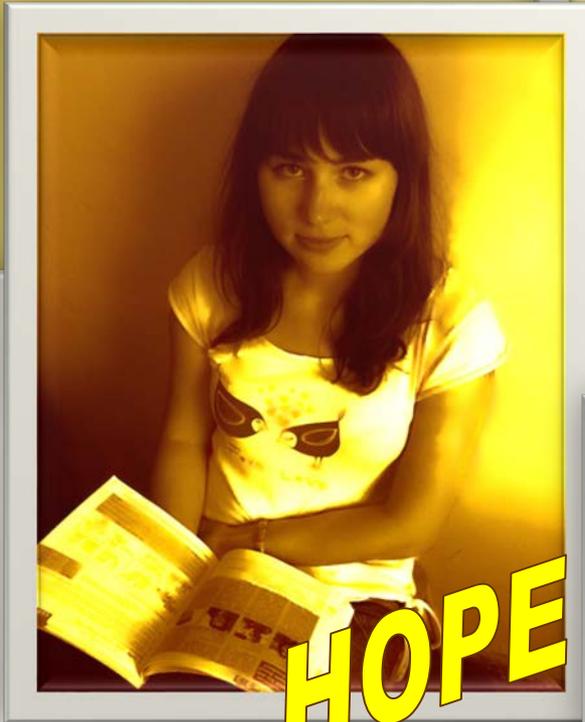
Yellow

Represents joy, happiness, optimism, idealism, imagination, hope, sunshine, summer, gold, philosophy, dishonesty, cowardice, betrayal, jealousy, covetousness, deceit, illness, hazard, spirituality and inspiration.

Happiness



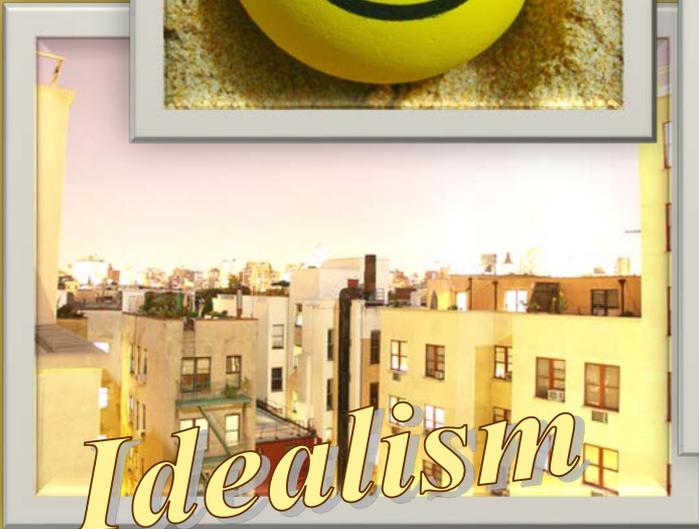
Sunshine



HOPE



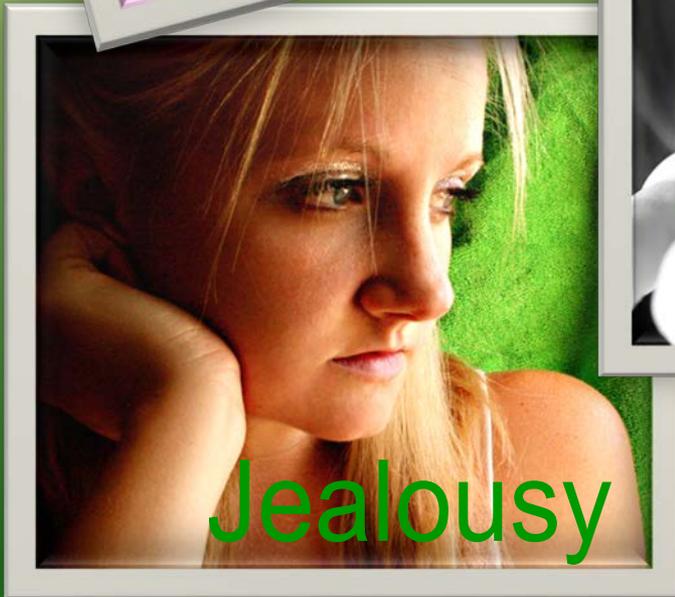
Imagination



Idealism

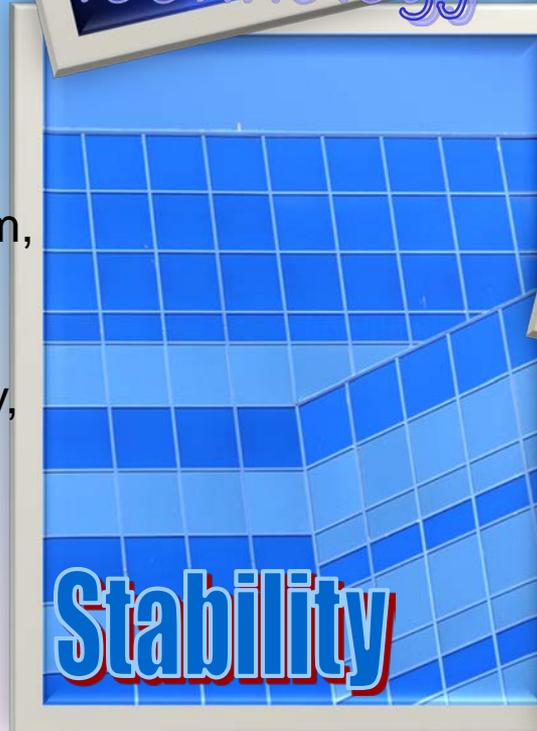
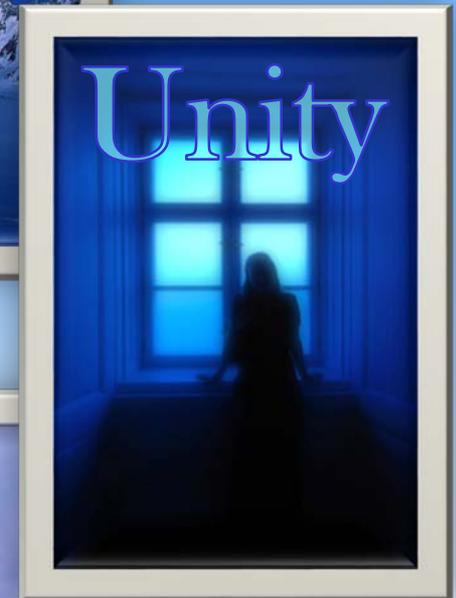
Green

One of most-often cited favorite colors. It represents nature, environment, health, good luck, renewal, youth, vigor, spring, generosity, fertility, jealousy, inexperience, envy, misfortune.



Blue

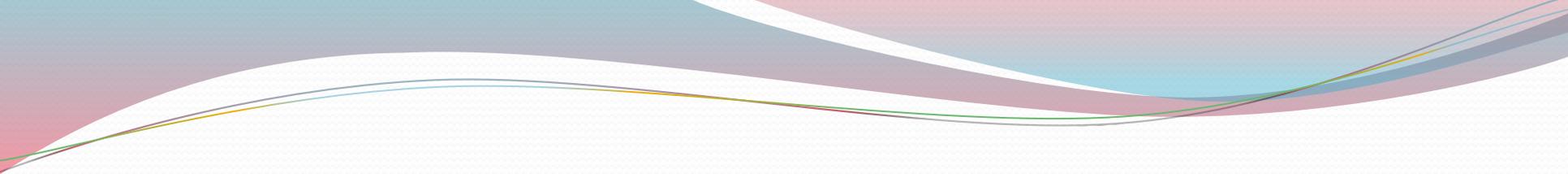
Represents peace, tranquility, calm, stability, harmony, unity, trust, truth, confidence, conservatism, security, cleanliness, order, loyalty, sky, water, cold, technology, and depression.



Purple

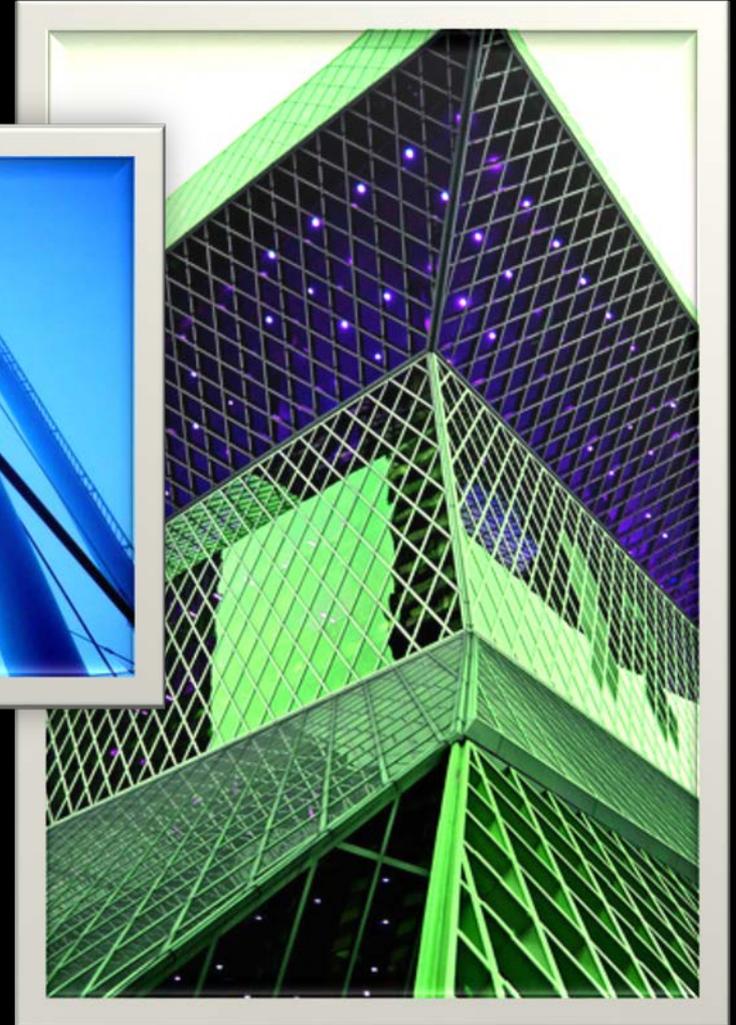
Represents royalty, spirituality, nobility, ceremony, mystery, transformation, wisdom, enlightenment, cruelty, arrogance, mourning. Purple is considered an exotic color.





Color can also
be used to...

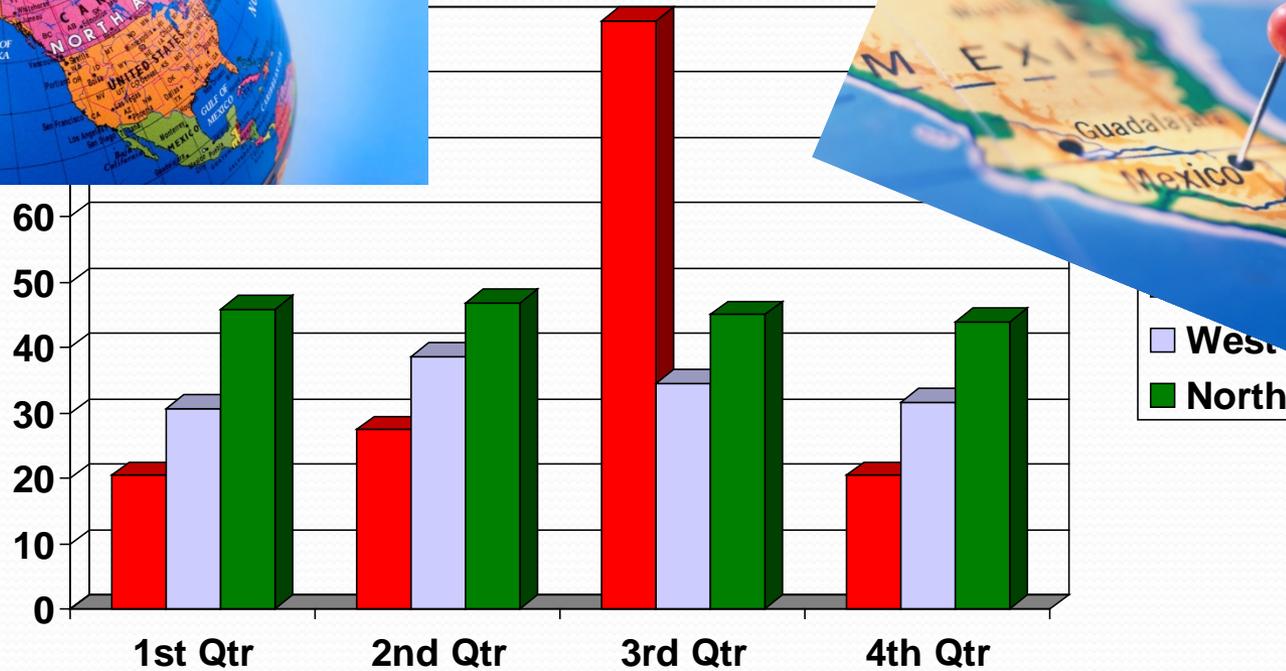
Create Dimension



Show Similarities & Differences



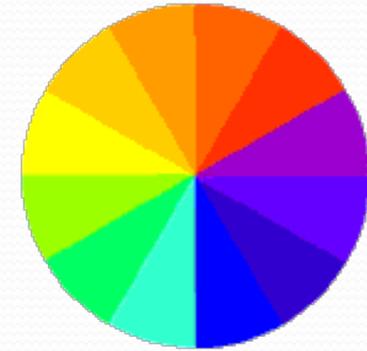
Enhance Clarity



Attract Attention or Create Emphasis



References



- ❖ *Nicholson PhD, Mary. Graphic Design: Psychology of Color. “Lesson 13: Colors and Moods”, Bloomsburg University, 2001.*
- ❖ [*Color in Motion: An Animated and Interactive Experience of Color Communication and Color Symbolism.*](#)
- ❖ [*Color, Contrast and Dimension In the News*](#)

