

A Brief Study on Psychology of Colour

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Abstract

Colour plays an important role in design, including the behaviour and emotions of the persons. It's a powerful tool which affects human psychology in interior to selecting the right colours and their use in interior. The perception and psychology of orange color in interior design, the orange color is a combination of red and yellow. It is a very active and energetic color, to promote happiness, and represents sunshine, enthusiasm, and creativity. In National flag of India top band color is Saffron color which is indicating strength and courage of the country.

Keywords: Color, Interior, Powerful, Happiness, Emotion, Psychology, Orange, Strength

Introduction

It is only color which is taken from fruit orange, it's another meaning is wind, sunset, fire, vegetable 'fish, and many citrus fruits. It is an energetic color found in colour wheel. Orange color is a path of spirituality of our country "India". It enlightens. The people thoughts while they go to the path of spirituality. Orange color shows the new sun arises (happiness in new begging, of life because orange is a symbolism of sun rises which indicate new thoughts new creation and happiness. It is a symbol of maturity when a person has attained maturity orange color is very comfortable in every whether and season. It shows energetic motion while adorning this color. Orange color showing alternativeness and it is a kind and children which develops new vision to the path of life. It shows the new vision expansive in the dimensions of our day to day life.

Importance of colour

It is a close relative of red' sparks and more controversy that any other hue" it is usually strong. positive and negative which depends the love and anger both at situation of emotional or fun orange color have different importance at different level of situation and orange color wheel as warm Color which shaving varies meaning and various.

The psychology of colour

It is the study that is devoted to analysing the emotional and behavioural effects produced by colors and color combinations. Orange is often used to draw attention, such as in traffic signs and advertising. Orange colour is a very energetic colour and calls to mind feelings of excitement, enthusiasm and warmth. It is also known to increase appetites and may be a good color for dining rooms and as an accent to other rooms. Orange color has an ability to use with other subordinate color in interior design, it is generally mixing with earthy and brown color with having tint property to make an exciting combination in interior design that produced a new and different style.

"Orange has the ability to boost focus and productivity and can be an energetic color so great in your home office, use restrained pops of orange in your living room or dining room, it brings happiness into the space, Orange is a fun color that

radiates warmth, energy, and gives off a friendly and inviting impression to those entering our home, When we would like our space to be exciting and energetic try combining bright orange, pink, and yellows, example to make a boys bedroom feel athletic and energetic use orange with a denim blue, mixing brown and earthy oranges like terracotta are great for a Mediterranean style home” every color has its own psychology effect which adopted is by the person according to his nature interest weather. When we mixed two or more color together they create different psychology effects.

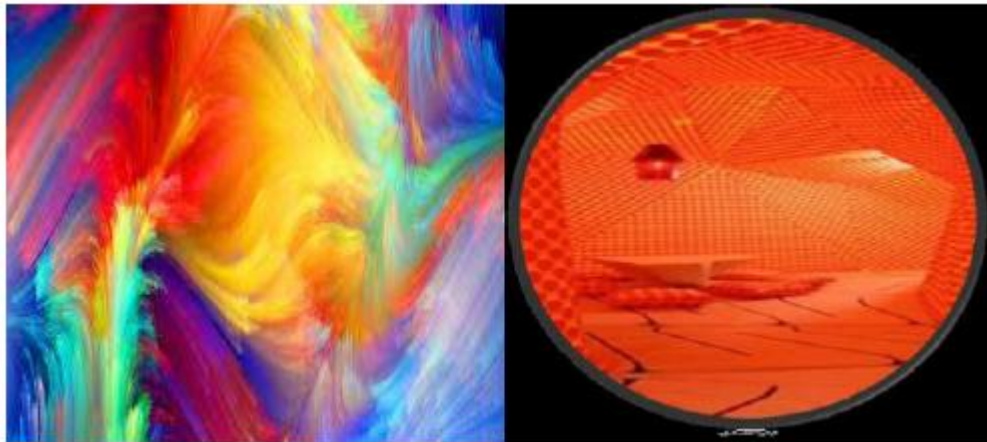


Figure 1: Color psychology effects

Conclusion

Colour has warm and cool energy. Orange is a warm and energetic color, in the summer season orange is more prominent to warmth similarly the season is also influenced by hotness. Both the elements are having same properties due to this, people are getting annoyed as the color is creating more heat. Contrary to this, we use the color in winter it will provide more comfort as it will add warmth. This shows the color chosen by the baby are like more mature person as it changes according to the attractiveness of color, changes in the weather or changes in person nature.

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