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Do Colors Affect Our Mood?

It is a well-known fact that most information about the world we receive is visual. Our eyes are able to distinguish between different colors, so this also influences the way we perceive visual information. You may notice that colors, as well as the way they are combined, can appeal to your eye, or have an opposite effect. We are used to associating colors with different feelings and emotions. Very often, this might be very similar for different people; on the other hand, color perception is also a very personal experience. There are even differences in color perception in different countries: white is associated with purity, peace, divinity, and weddings in the Western culture. Whereas, white is a symbol of death and mourning in Eastern countries. Color perception may also depend on your personal experience and character. That is the reason why people have personal favorite colors. We can be amazed at what we see; a painting can make us feel excited, and splendid landscape scenery looks so great we cannot even describe it with our own words. So, if visual information can alter our moods and evoke various emotions, can it be used to deliberately affect our moods?

Our perception of colors is based on a system of associations, either innate or acquired. No doubt, people can have different associations, but in many cases, reaction to some basic colors is very much the same. For example, red has a tendency to make people more excited. A room with red walls raises our energy levels and can help stimulate conversation. On the other hand, too much red can make a person feel too anxious. What is the first thing with which people associate the color yellow? Certainly, it is the sun. Yellow is uplifting and energizing, reminding us of the warm sun's rays on a chilly overcast day. Similar to red, yellow in large amounts can create a feeling of frustration and even anger. Blue is calming and relaxing. It is suitable for bedrooms, as it is believed to bring down blood pressure as well as slow the heart rate and respiration. Pale blue looks a bit chilly if it gets little natural light. Green is very often associated with the greenery of grass and trees, thus it is both cheerful and refreshing. It also helps us relieve stress and relax. Talking about orange, its effect is very similar to that of yellow. It is very energetic and can evoke excitement and enthusiasm.

If you want a certain color to have an effect on you, consider using it to decorate rooms in your apartment or wear clothes of a certain color depending on your mood and the weather. Of course, your perception of particular colors may differ from those described above, so you need to pay attention to what mood each color evokes in you. Since color perception is quite personal, it is also a good idea to try combining colors or adding neutral tones to achieve some new effects. Color psychology is essential to know if you deal with interior design, website design, advertising, or art, but it is also useful for every person, so that you can paint a gray and gloomy day using colors that appeal to you to make yourself feel better.

Bibliography

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