

LIGHTING FOR INTERIORS

- **COLORS**
- **LIGHTING**

Interior Design Department
Third Grade/Fall Semester

Siba Nazem Kady

PSYCHOLOGY OF COLOR

PSYCHOLOGY OF COLOR

- Color is a science as well as an Art. Developing skill in using colors begins with the study of color systems, which are based on the scientific principles of light and color.
- Color is a mood-setting and emotion-producing tool.
- Putting together a color scheme for an interior design project is a very pleasurable and rewarding aspect of design work.. Developing skill in using colors begins with the study of color systems, which are based on the scientific principles of light and color.



PSYCHOLOGY OF COLOR

- Interior designers must understand the perception and use of color and its resulting effects on human behavior.
- studies have shown that color can create **excitement, relaxation, calmness, or cheerfulness** and can even **increase productivity** in working environments.
- the way people interpret or feel about color can vary according to experiences, education, and cultural associations with color.



PSYCHOLOGY OF COLOR

- many studies have attempted to identify the emotional impact of color on people, but most of the studies cannot determine whether the reactions are cultural or emotional.
- color response also differs according to the context in which it is experienced. for example, red is commonly associated with love and passion, yet it can also be a feeling of danger.



PSYCHOLOGY OF COLOR

- color association, or symbolism, is generally based on a person's individual innate personality or cultural background.
- for example, in western cultures, black generally symbolizes death and mourning, whereas in eastern civilizations, the symbolic color of death is white.



COLOR EMOTION GUIDE

OPTIMISM CLARITY WARMTH

FRIENDLY CHEERFUL CONFIDENCE

EXCITEMENT YOUTHFUL BOLD

Kellogg's

Nintendo

CREATIVE IMAGINATIVE WISE

Syfy

monster Your calling is calling

TRUST DEPENDABLE STRENGTH

DELL

JPMorgan

Big Big

PEACEFUL GROWTH HEALTH

Whole Foods Market

Girl Scouts

BALANCE NEUTRAL CALM

Land Rover

Animal Planet

Tropicana

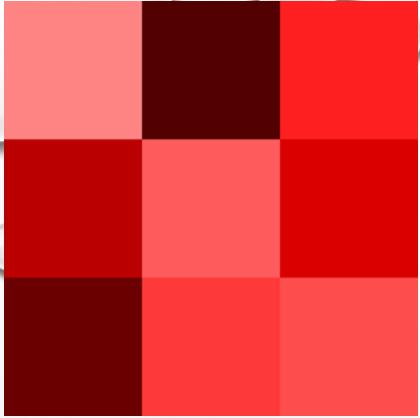
CN CARTOON NETWORK

Apple

Eye

Rock

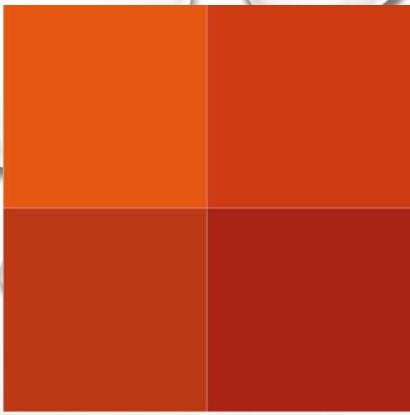




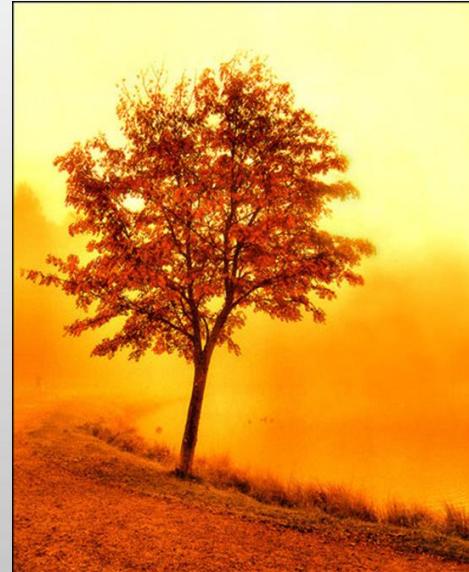
- 1. RED: Is associated with battle, blood, danger, fire, passion, love, and excitement.

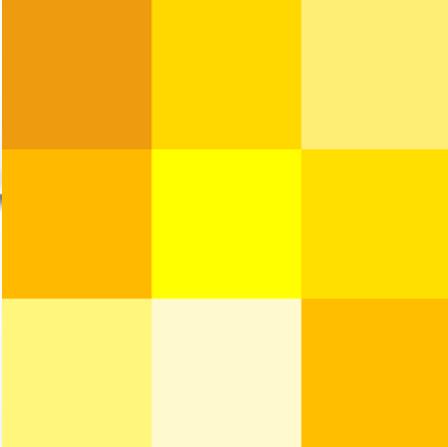
Historically it represents royalty, majesty and triumph.





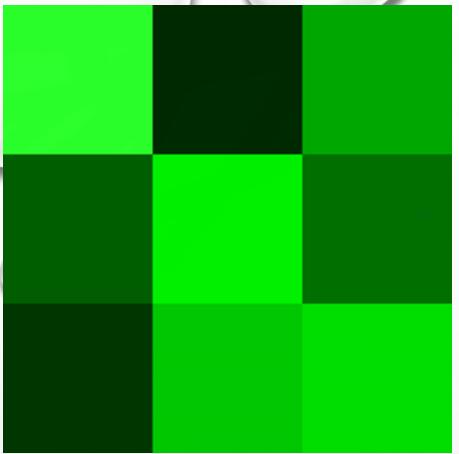
- 2. ORANGE: symbolizes friendship, pride, balance, happiness, ambition, warmth, and is stimulating to the appetite.



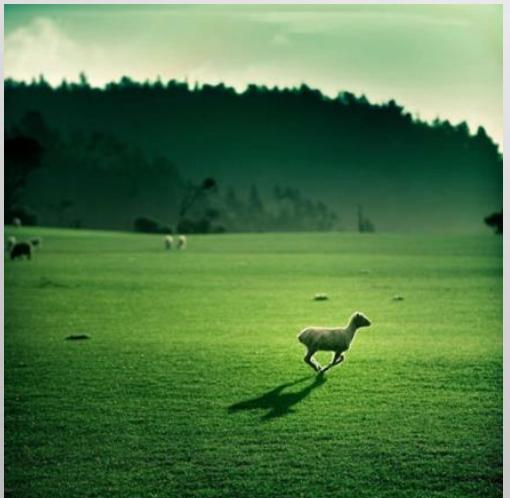


- 3. YELLOW: symbolizes sunlight and is associated with summer time, joy, cheerfulness, optimism, imagination, hope, sunshine, gold, philosophy, jealousy, illness, hazard and friendship.
- But, yellow is very effective at attracting attention – think of a taxi cab. Yellow is also used as a warning symbol. In football, a ‘yellow flag’ issues a warning. When placed alongside black, yellow issues a warning

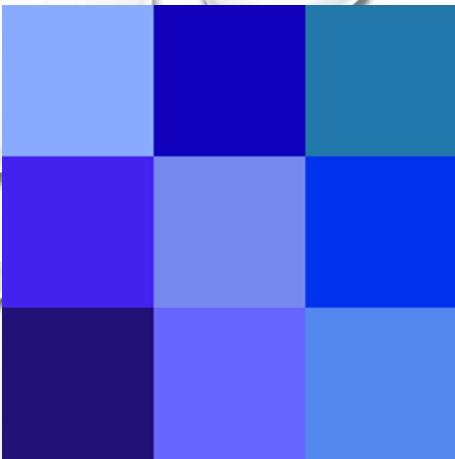




- 4. GREEN: represents nature and the feeling of calmness, friendliness, healthy,, youth and freshness.

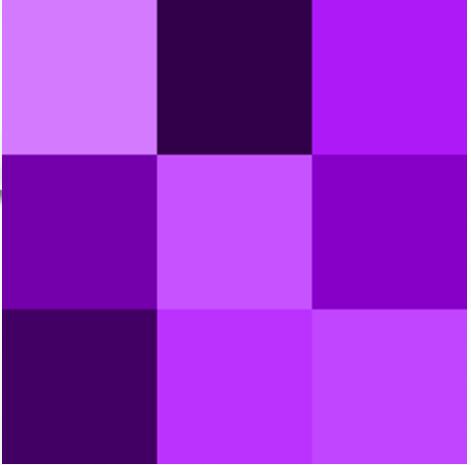


Baltic
Green
Healthcare



- 5. BLUE: stands for truth, honesty. It also is associated with coolness, cleanliness, order, loyalty, sky, water, and technology.
- appetite suppressant





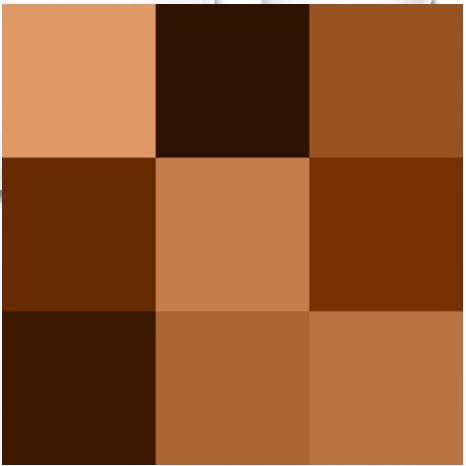
- 6. PURPLE OR VIOLET: is the color of royalty, ceremony, mysterious, and has religious significance.



BLACK -- Evil, Power, sophistication, formality, elegance, wealth, mystery,, evil, unhappiness, depth, style, sadness,, anger,, underground,, mourning, death (western cultures).

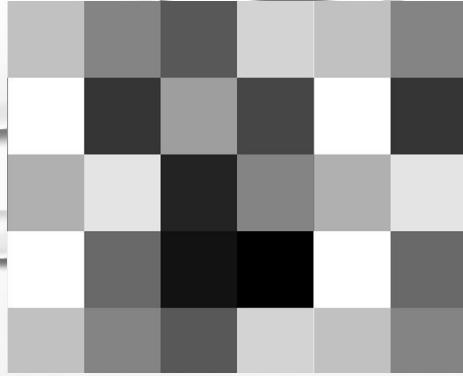
In most cultures black related to evil, in Africa it means age and wisdom





- **BROWN:** Earth, stability, hearth, home, outdoors, reliability, comfort, endurance, simplicity, and comfort.





- **GRAY:** Security, intelligence, solid, conservative, practical, old age, sadness, boring.
- Silver symbolizes calm.



- WHITE –purity, birth, simplicity, cleanliness, peace, humility, innocence, youth, winter, snow, good, sterility, marriage (western cultures), death (eastern cultures), cold, clinical.



Thank You!

