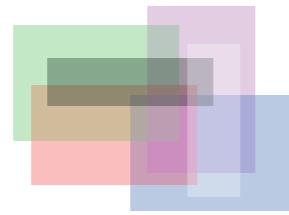


Colour



Psychology

Light is an energy from which all life is derived. Light is a collection of various wavelengths across a visible and near visible spectrum.

For millions of years light has played a key role in the evolution of species and how they have interacted with light and the environment that light acts upon. The effects of light on human mood and behaviour is described by Wright (2003) as colour psychology.

Colour psychology is the study of a result of our perception of light upon an object and through the years colours have become related to our emotional state. Colour symbolism is a separate notion and related more closely to the cultural and material origin of colour associations.

Colours I chose to wear normally include greens, browns, blues and blacks. Standard bloke fare. I never ever wear red, and avoid pinks also. My wife brought me a violet tee shirt which she likes to see me in, occasionally. I dislike grey and find white dirties too easily. Black is reserved for formal occasions, especially when I am working in my job as a photographer as I find it quite effective, not sending any messages and allowing me to fit in without imposing any emotional statements to my subjects.



BLACK.

Positive: Sophistication, glamour, security, emotional safety, efficiency, substance.
Negative: Oppression, coldness, menace, heaviness.



BROWN.

Positive: Seriousness, warmth, Nature, earthiness, reliability, support.
Negative: Lack of humour, heaviness, lack of sophistication.



WHITE.

Positive: Hygiene, sterility, clarity, purity, cleanliness, simplicity, sophistication, efficiency.
Negative: Sterility, coldness, barriers, unfriendliness, elitism.



GREY.

Positive: Psychological neutrality.
Negative: Lack of confidence, dampness, depression, hibernation, lack of energy.



YELLOW. Emotional

Positive: Optimism, confidence, self-esteem, extraversion, emotional strength, friendliness, creativity.
Negative: Irrationality, fear, emotional fragility, depression, anxiety, suicide.



GREEN. Balance

Positive: Harmony, balance, refreshment, universal love, rest, restoration, reassurance, environmental awareness, equilibrium, peace.
Negative: Boredom, stagnation, blandness, enervation.



ORANGE.

Positive: Physical comfort, food, warmth, security, sensuality, passion, abundance, fun.
Negative: Deprivation, frustration, frivolity, immaturity.



BLUE. Intellectual.

Positive: Intelligence, communication, trust, efficiency, serenity, duty, logic, coolness, reflection, calm.
Negative: Coldness, aloofness, lack of emotion, unfriendliness.



RED. Physical

Positive: Physical courage, strength, warmth, energy, basic survival, 'fight or flight', stimulation, masculinity, excitement.
Negative: Defiance, aggression, visual impact, strain.



VIOLET. Spiritual

Positive: Spiritual awareness, containment, vision, luxury, authenticity, truth, quality.
Negative: Introversion, decadence, suppression, inferiority.



PINK.

Positive: Physical tranquillity, nurture, warmth, femininity, love, sexuality, survival of the species.
Negative: Inhibition, emotional claustrophobia, emasculation, physical weakness.