

Making Life

CREATIVE

The Psychology of Color

Color Applications for a Successful Art Program

Imagine a serene beach on a sunny day: the warm, golden rays are illuminating the saffron sky, the sun's radiant streaks of yellow-orange dance along the crisp ocean waves and the sand is glowing and inviting. Now, take that same picture and paint it differently. The sky is a heavy purple-grey with dark-blue clouds rolling in above the powerful, dark-blue ocean waves and the horizon makes the sand a cool, dull grey. Which beach scene causes you to gravitate towards it?

Probably the first of the two; but why? Although the image content is the same, the colors are vastly different. The first beach makes you feel the sun and the gentle rays, whereas the second beach is markedly gloomy and melancholy.

The Psychology of Color is the field of study dedicated to the analysis of the cognitive, emotional effects, behavioral effects and cultural associations elicited by specific colors and color combinations. The practice of color therapy establishes the idea that all colors have the ability to influence multiple aspects of our lives; including one's mood, mental state and energy level. The context and proportions of the colors as well as the color palette all have a role in psychological and sensory associations.

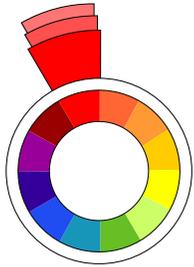
To speak with a consultant, call 1.800.220.7446 or email us at consultant@creativeartprograms.com

General color associations for Western Cultures:

delicate romance friendship	happiness sunshine tropical	mellow cheerful	soothing hope	sky water	spring meditative
joy passion love speed	energy invigorating enthusiasm creativity	richness honor loyalty	peace	understanding health healing tranquility softness	inspiration magic opulence independent luxury nobility
vigor willpower adrenaline		activity innovative intellect humor caution	nature environment freshness resourceful growth education concentration endurance	knowledge power integrity clarity purpose seriousness balance	
harvest earth masculine	autumn transition	bright uplifting	ambition stability foundation		power dignity royalty admiration



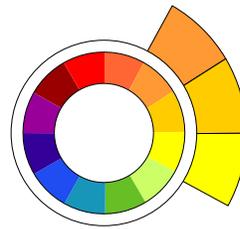
Color Palettes and Applications:



Monochrome:

The same hue (color) with different amounts of tint (pure white added) and shade (pure black added).

Where this works: Hallways and other zones where the viewer is not spending too much vested time. The imagery becomes a backdrop and color field.



Analogous:

Similar to monochromatic, analog uses colors that are next to each other on the color wheel.

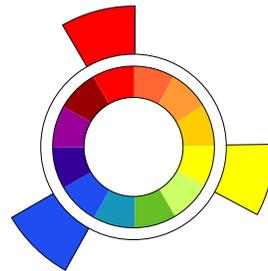
Where this works: In zones where the viewer needs a calm, subdued atmosphere.



Complementary:

Colors from opposite ends of the color wheel. They create visual appeal and interest as well as some action for the viewer's eye.

Where this works: In patient rooms and waiting rooms and spaces where the viewer will be spending more time.



Triad:

Using the 3 primary colors or any set of 3 colors that form an equilateral triangle on the color wheel. The result creates a dynamic palette that provides visual depth as well as balance in the color scheme.

Where this works: Spaces that are designated to energize and engage the viewer.

Below are examples of the color palettes at work in individual art pieces. In an art program the color palettes can determine the colors of a wall or section allowing our consultants to create an inviting and cohesive art program unique to each facility.

Monochromatic:



Analogous:



Complementary:



Triad:

