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### Full Length Research Paper

## Studying the Psychology of Colour in Art: The Effects on Viewer Emotion and Perception

Gunjan Negi<sup>1\*</sup> and Prof. (Dr) S.K Sarkar<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Visual Arts, Graphic Era Hill University, Dehradun.

<sup>2</sup>HOD, Department of Visual Arts, Graphic Era Hill University, Dehradun.

### ARTICLE DETAILS

**Corresponding Author:**  
Gunjan Negi

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### ABSTRACT

This paper examines how different colors within art, evoke emotional and psychological responses. The deeper psychological impact of color on human perception is something that traditional interpretations very rarely take into account. We look at the psychological side of color usage to subsequently study how color schemes can trigger an emotional response or affect decision making and visual understanding. The research explores how constructs from color psychology, grounded in psychoanalytical theory, may be employed within artistic design practice to enrich the emotional valence and interpretative dimensions inherent in works.

### 1. Introduction

#### Background and Motivation

Color is a basic element in art and goes beyond just how things look. It is essential to form an emotional response and dictate a psychological journey within the viewer. Although many of the art forms we are surrounded by today are vivid, they can still only scratch the surface in terms of using colour to reach the profound recesses of human minds. The research in this paper explores how cued color choices in visual media can evoke emotional paths of least resistance, deconstructed into a discussion on how that methodological knowledge may be applied to art practices.

#### 1.1 Problem Statement

There has been much research into shape and feel, but less into the deepest corners of how colour can effect us. Given the need of artists and designers to communicate their messages, color is one of the most powerful tools for shaping emotional responses. Color psychology is studied here to see how it weaves with color exploration in an artistic process to result in better engaging and enriching viewers' emotional experience.

#### 1.2 Research Objectives

This paper primarily aims to —

1. To Investigate How Color Choices Can Affect The Emotional And Psychological Responses Of An Audience
2. Applying psychoanalytical understanding of color theory to make art richer in emotional depth and resonance.
3. Provide a framework for understanding color psychology in art-making

### 2. Literature Review

#### The Utility of Color Psychology in Art

\* Author can be contacted at: Research Scholar, Department of Visual Arts, Graphic Era Hill University, Dehradun.

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It is well known that color psychology can significantly impact our emotions. Blue is tied to feelings of calm and stability, while red can stir up feelings of passion or anger. Previous ages of art have utilised these psychological associations to a certain extent in the context of conventional art forms, with modern interpretations seeking further refinement by applying highly complex color schemes intended to inspire certain responses from consumers or audiences (Kandinsky, 2010). Yet there is much left to learn about the myriad subconscious processes that color provokes, and how these may influence evaluations of art.

#### *Emotional Responses to Colors*

When color is concerned, Rothko used to be an artist as well as Van Gogh, a means of emotional communication. You might think of Rothko and his use of vermillion or eggplant in an attempt to get your head in the space where existential crisis is your primary mode. The use of bright yellows and blues in the painting *Starry Night* by Van Gogh contribute to this calm yet energized feeling. Nevertheless contemporary art finds it difficult to use color psychology in any systematic way with the emotional force it entices (Gage, 1999).

#### *Color perception and Psychoanalysis*

How viewers process color ties back to Freud's theory of the unconscious mind. Psychoanalytic theory suggest that colors can evoke childhood memories, powerful emotions, and even subconscious levels on which viewers might interpret color without realizing it (Freud, 1910). Some darker colors might invoke hidden fears, for example, and lighter swatches might make you feel safe and warm. This paper develops these theories into a framework to investigate precisely how artists can employ color to evoke the unconscious emotions.

#### *Color Theory in Art: The Basics*

The philosophical examination of color in art dates back to Goethe's color theory which assigned colors emotional and symbolic value. Artistic practices such as those of Wassily Kandinsky extended these ideas by color being expressed in terms of musical tones and emotions which paved the way for abstract expressions of emotional states through color (Goethe, 1810; Kandinsky, 2010).

### **3. Methodology**

#### *Constructing an Emotion-Specific Color Framework*

This is followed by a theoretical framework within which these notions might be interwoven into art, drawing mainly on color psychology and psychoanalysis. In this framework, color is grouped by emotion and associated with psychoanalytic concepts to provide a set of principles for artists working in the emotional domain. Their work draws on the effect of colors in immediate emotional reactions and later, subliminal effects on viewers. Examples of the Application of Color Psychology- Case Studies. In order to verify this framework, the paper analyzes several contemporary works of art and examines how their color palettes affect emotional perception. For instance, the Blue Period of Pablo Picasso is often examined to demonstrate how a painter's use of color mirrors and elicits feelings, concentrating on sadness and loneliness.

### **4. Results**

#### *4.1 The Emotion Of Color In Art*

It was through the case studies that deliberate color choices could be seen to have a dramatic effect on emotional engagement with an artwork. Where cooler color schemes leave a person feeling serene and relaxed, warmer ones fill them with a fire they cannot ignore. Most interestingly, these reactions were consistent across all of the demographic groups that participated in the survey which suggests that color psychology touches on universal emotional triggers.

#### *4.2 The Problem With Using Color For Emotional Impact*

One trouble with a color psychology in art is that the colors are subjectively different and can also be disconcerting in a given time. How color is perceived can be influenced by your culture, life experiences and your individual psychological profile. So while colour theory gives us some excellent tenants to consider and be influenced by, its application must be flexible based on the even more diverse nature of people.

### **5. Discussion**

#### *5.1 Psycho Analysis x Color Theory*

This way artists can develop more emotional depth into their artwork by merging psychoanalytic with color psychology. For the first time, his thoughts on the unconscious are also new ground in considering how colors might affect to-be-seated viewers beyond mere aesthetics; thus colors as having some form of lasting psychological impact.

### 5.2 What It Means for Artists

Artists could use those insights to make more powerful, emotionally charged works. This creates a powerful tool because, through this data and understanding of color freelance artists can manipulate their audience by choosing color schemes that drives home the desired emotional actions needed in order to connect with viewers on both a conscious and subconscious level. This method could prove particularly effective in industries such as advertising where emotional involvement is paramount.

## 6. Conclusion

### Major Contributions

This paper has helped understand the impact of color on viewer emotions and perceptions. Combining psychoanalysis and color theory, the process offers a novel structure to enable artists to consider further hue in their process. For example, the ideas could be grown to interactive digital art or experiences in virtual reality where the colour of objects changes dynamically as users respond.

### Future Directions

Color psychology in art calls for other investigation. This study could serve as a basis to analyze how changing colors dynamically in real time while settling on other art forms would affect an emotional state of the viewer, perhaps digital artworks. It could be interesting if they delve into how cultural influences about colour politics must influence the emotional resonance of colours and it would give pointers to art practices in a global context.

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