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## **COLOR IN GRAPHIC DESIGN**

Color is a sensation that a person receives when the light rays hits the eye. We can see color everywhere. It is surrounding us and influences people. We have to know about the psychology of color because it will help us to do good and smart design. The purpose of this work is to tell how important color in design.

Sales in stores, advertising, interior design, graphic design and attracting the attention of customers are associated with color. This knowledge is a key for creative people, businesses and companies which are planning to bring new products to the market [4, p.45].

Let's look at the history of color learning. Widely known became the theory of Isaac Newton, which became the first noticeable jerk to an understanding of the essence of color. When he was in a dark room, he opened the window and let go a small strip of light. By placing a glass prism along the beam of light, he found that the light was refracted and broken into six colors of the spectrum, which became visible when they hit the adjacent wall. It's a scientific discovery. Many different researches have been carried out. But Isaac Newton laid the foundation [3, p.23].

Also we have a psychological factor. Colors change our psychological state; can completely change our perception of a particular object or element.

What does color mean in terms of psychology?

White color represents the beginning, ease, perfection, purity, peace, innocence.

Yellow color is the color of positive, optimistic, youthful, reliable and creative.

Orange color instantly attracts attention. It's the color of energy, extravagance, transformation and uniqueness.

Red color is the color of passion; it grabs attention and simultaneously disturbs us. The psychology of color associates it with love and closeness, joy and also with

blood, war, suspicions and prohibitions.

Pink represents sweetness, femininity, charm, sensuality, politeness.

Blue color is the color of harmony, faithfulness, peace, sympathy, trust, honor, serenity and communication.

Green is the color of nature, grass, youth and hope, health, fertility, money.

Black color is associated with night, power, restraint and death [2, p.172].

So what color and how we can use in design? It's very simple when you know the meaning of all colors. For example toys for children are always bright and cheerful. Green and white colors are always used for bio products. It is not surprising that blue is actively used in design of social networks and logos. Pink color is often used in the lingerie design like "Victoria's Secret". We are seeing red color at the traffic light, on the price tags on the sale and food products. This is the color of urgency. Yellow is associated with public transport, especially with taxi in New York [1].

In conclusion I can say that this topic is very important in the modern world. For example you want to make your own business card. If you use black color it will be meaningful and serious. But you can make it silver or with white and it will not be so serious. Now a lot of people are engaged in design. They need to know all values and features of working with color. If they know they will be successful.

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