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THE INFLUENCE OF COLORS IN THE INTERIOR OF A PERSON

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Objective. To study the effect of different colors in the interior of a person.

The following tasks have been set:

1. To expand the concept of color.
2. To study the features of color perception and its influence on the human psyche.
3. To define the preference of people in colors.

Object. The effect of color on a person.

Research methods. Literature reviews, analysis of literature and materials on the Internet. Methods of theoretical level: study and generalization.

Scientific novelty and practical significance of the results. Color surrounded the person and influenced him from time immemorial, but only relatively recently we were able to reproduce and use color as widely as we do today. To talk about how we perceive colors, it will be more accurate to say that color is exactly what our eyes see. This is a certain refraction of light, and as a result - the perception of different color forms. What our own living space looks like depends entirely on each of us. We surround ourselves with things and objects of a certain color and shade, sometimes without thinking at all about what our choice is based on. So what is the meaning of color in our lives? Pay attention to the value of the color people have begun since ancient times. In the use of various rituals and ceremonies often preferred a particular color, each of which had a specific meaning [7].

As a result, the use of color in interior spaces by designers requires creativity, talent, and judgement that only comes from experience and knowledge. Just like a professional architect would not start the construction of a building without plans, an interior designer should not begin working on interior spaces without careful planning concerning which colors will support the personality of the inhabitants. It matters a great deal how color appears to a viewer, its effects, and the overall mood color creates. That's why an understanding of color psychology plays such an important role when choosing colors for interior spaces by designers in different settings and for different functions.

Colors greatly affect our mood. Depending on what country we live in, we have a subjective perception of color, the so-called "cultural". Even within a single country, the "meaning" of flowers changed over time. Today, psychologists are able to identify several universal truths about color and its effect on our mood [7].

Practical significance: the results of the study will help to understand how color is interconnected with a person's character.

Research results.

As a result of my research, I improved my knowledge of colors. Color is a reflection of our inner world, essence, character traits, temperament, attitude to the world and, of course, attitude to oneself.

It is important to note that each color impacts on different people differently. Many factors can influence these including one's age, race, culture as well as life experiences. However, people will always respond to color-no matter what.

It is clear that people tend to feel comfortable with those colors that reflect their personalities. For example, a bold, passionate person might feel happier in a red or orange colored



room. However, a shy person may not feel comfortable in a red room but might feel better in rooms with soft blue or light green shades.

Thus, by analyzing the color characteristics and the effect of colors on a person, I can easily create the desired color scheme in the future work as a designer.

Conclusions. Knowing the meanings of colors, we can easily understand what is happening in the soul of a person who chose a particular color in the design of a dwelling.

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