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## **THE INFLUENCE OF COLORS ON HUMAN PSYCHOLOGY**

There is a whole science of color, which includes knowledge about the nature, components, characteristics of color, color contrasts, harmony, called coloristics. Colors can change our perception, feelings, and even make us worry, they can completely change our idea of a particular object. Psychological research shows that different colors and shades can change a person's mood and affect his subconscious. Therefore, when developing a design, specialists must take this fact into account. Important information about the effect of color on a person is given by Roy Hen in the book "The ABC of Flowers" (1).

What does each color mean in terms of psychology?

Red:

You don't have to be a professional to know that pink and red are associated with love and romance. But the color red, according to psychologists, requires a particularly careful attitude towards yourself. The main effect that pure red has on a person is exciting and stimulating. Breathing and pulse of a person change.

Orange:

Orange color makes a joyful impression, causes positive emotions, desire for movement, activates human activity. Light orange color has the most favorable effect on children, raising their mood. An interesting study was conducted by Yandex in the early 2000s, as a result of which it turned out that at that time orange sites were the most popular among users and aroused the greatest confidence in them.

Violet:

Purple color is mysterious and unusual. The psychology of color refers it to luxury. It is known that artists and art lovers prefer purple shades. Violet color is one of the most passive, as its impact leads to the weakening and slowing down of vital processes.

Blue:

Blue or light blue is a favorite color for many. It is the color of harmony, fidelity, peace, sympathy, trust, honor, serenity and communication. Therefore, it is not surprising that it is actively used in the design of social networks and logos. Stimulates human thinking.

Green:

Green is the color of nature. It does not tire the eyes, it causes in the subconscious a feeling of unity with nature. According to the psychology of color, it is also the color of freshness and harmony, peace, tranquility. People who protect nature are also called "greens" (2).

The relationship between the dominant color in the visual activity of children and temperament. According to her statement, the color correlates with a certain type of temperament as follows: red - with choleric; green - with phlegmatic; yellow - with sanguine; blue - with melancholic. However, the relationship between color and temperament decreases, and the choice of color in children begins to be determined by knowledge of the psychological characteristics of colors (3, 1).

The influence of color on the psyche is enormous. And if your mood has deteriorated or you feel unwell, you can easily adjust it with the help of colors, bright and saturated or pale and calm. The color choices of adults can be viewed as a reflection of the prevalence of the need for a stable, balanced state, the preservation of what has been achieved, and even relaxation over the need for activity, growth and development, which dominates in children.

## REFERENCES

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