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Mixed Media

Color psychology, stop motion, and set design inspired my work. A lot of what I learned in technical theater helped me within designing and lighting the set. Those aspects really helped build character within the set. Tim Burton, Art Clokey, and Nick Park were the center focus of inspiration. I began with the story and emotions I wanted to evoke within it in order to start the process of creating the set and props. Because I used multiple mediums within my piece it creates multiple levels of interpretations and meanings. The versatility within the piece is one of the best parts, the story can feel so personal to different people and their experiences. In order to create this work I had to create the story, set, props, lighting, figure, and sound. I had to do a decent amount of research within the making of almost everything that went into this, YouTube and Pinterest were my best friends during this process. I often thought that I wouldn't finish in time but I stuck with what I desired and it worked out. I created a miniature and a stop motion within it.

What emotions evoke from this film? What do the colors have to do with those emotions and feelings? Does sound affect any of your emotions when watching this film?

I have realized that making larger miniatures takes a lot of time and focus to make. Making a stop motion character is tricky, especially when trying to get it to be able to stand on its own. A stop motion itself takes hours to get a few seconds worth of footage, hence my film only being two minutes long.

Color Psychology



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How do our emotions and surroundings affect how we interpret color? This paper addresses color psychology and how color affects our emotions. This paper will also discuss how personal color and sound are to each individual.

My red is more red than your red! Everyone sees color differently, even when it's the same color. My interpretation of neutral and dark colors usually point towards the feeling of sadness, unoriginality, or perhaps boring. Seeing bright colors makes me feel happy, inspired, or fantastical. These interpretations are personal and everyone has different emotions connected to different colors. The way I see colors is very prominent within my artwork. You can tell when something is supposed to make you feel happy and in an imaginative world with the bright and various colors. It's usually harder to decipher the feelings and emotions within my less colorful work; the less colorful work usually has more to uncover in the meaning.

What about our emotions and surroundings change our perception of color?

Color psychology is quite a broad spectrum, with many different sources to go off of. Let's start at the beginning. In 1666 Sir Isaac Newton, an English Scientist, discovered when pure white light passes through a prism it creates a separation of all the visible colors. Furthering the experimentation people soon found that mixing colors forms different colors. For example it was found that when red and yellow are mixed together they create orange, and when some colors like green and magenta are mixed together they cancel each other out and result in a white light. Despite the general unknown in color psychology, researchers and experts have found a few important discoveries and observations of color and the effect it has on moods, feelings, and behaviors. As an example the color white in many western countries is usually representative of purity and

innocence, but in eastern countries it's seen as a symbol of mourning. Wedding dresses in western countries are usually white but in eastern countries they are usually colorful.

You must wonder, why color is such a powerful force in our lives? While most perceptions of color are subjective there are many that have universal meaning. Certain colors are capable of evoking specific emotions, moods, and can even have influence over behaviors and well-being. (Elliot Aj.). Colors in the red area of the color spectrum are known as warm colors and include red, orange, and yellow. These colors often bring emotions ranging from feelings of warmth and comfort to feelings of passion, anger, and hostility. But colors on the blue side of the spectrum are known as cool colors and include blue, purple and green. The cool colors are often associated with calmness, but can also bring up feelings of sadness or indifference. These color associations are universally found.

How exactly do people respond to different colors? Let's go through all of the colors.

Yellow is bright and intense, it is often described as cheery and warm which is why it can often invoke such strong feelings. It quickly grabs attention, but it can also be abrasive when overused. Yellow can appear warm and bright, yet it could also lead to visual fatigue. Some of the key characteristics that are associated with the color yellow include, attention-grabbing, difficult to read, energetic, frustrating, and warm. Because yellow is the most visible color, it is also the most attention-grabbing color, it can be used sparingly to draw attention to a traffic sign or an advertisement. However yellow is also the most fatiguing to the eye due to the high amount of reflected light. But when fully saturated yellow is used as a background color on paper or computer monitors it can be straining to the eyes or in extreme cases it can lead to vision loss. Because of its powerful stimulating energy it can build up emotional energy quite quickly. But, a paler yellow,

like butter, is usually seen as calming, cheery, and mildly pleasing. While yellow can also be energizing by increasing metabolism, the intensity can also have its downsides. It's hard to believe considering how cheerful the color is, but most people tend to lose their tempers in yellow rooms and babies are actually known to cry more in yellow rooms. (Elliot Aj.). Sometimes it can come off aggressively and even confrontational. Yellow's negative effects can also create feelings of frustration and anger, many people can feel irritated and angry when surrounded by yellow. Like every color, the effects of yellow can be highly varied and complex; not everyone responds to this color the same way.

Red provokes the strongest emotions of any color, it is considered the warmest and most contradictory color. In fact, this fiery hue has more opposing emotions than any other color. One side of this color leads people to passion, love, and desire. These associations explain why people wearing red are constantly seen as more attractive. In a study published in 2008, researchers showed men an image of a woman and asked them to rate her attractiveness. Some men saw a woman wearing a red shirt while others saw the same woman wearing a blue shirt. Results showed that men rated the woman in red as more sexually desirable than the same woman in blue. (Elliot, A. J., & Niesta, D.) On the more negative side of red, many people associate red with danger and warning. This relates to how people get red in the face from increased blood flow when they're angry. (Peromaa T, Olkkonen M.). Because of its long wavelength, red is one of the most visible colors in the color spectrum, second to yellow. Its ability to instantly grab people's attention is the reason why it's often used to warn people of future dangers; think about stop signs, stop lights, sirens, fire trucks. Red is also used to convey danger in a non-literal way. Terms like "red flag" or "in the red" are often used to indicate something is wrong. Which leads to the fact that red is a stimulating color. Studies have shown that being exposed to or wearing red can lead to: higher

blood pressure, fast metabolism, higher heart rate, and an increased respiration rate. (AL-Ayash A, Kane RT, Smith D, Green-Armytage P.). All of these psychological changes naturally cause a spike in energy, resulting in an exaggerated positive or negative effect.

Orange is often described as an energetic color, calling to the feelings of enthusiasm or excitement. Because orange is seen as an exciting color it often increases energy levels and makes it more difficult to engage in difficult tasks like studying. (Costa M, Frumento S, Nese M, Predieri I.). It is an attention grabbing color that usually stands out, which is why it is often used for traffic and construction signs. If you associate the color with the pleasant autumn spending time with friends and family, then you're more likely to have strong positive feelings with the color. Studies have found that orange is most associated with the feelings of vibrancy and playfulness. Orange is the color of sunsets and bright fruits, so many associate the color with beautiful sun sets or the refreshing taste of citrus. It's considered a highly stimulating but friendly color. (Patil D.). While some people in the United States may associate it with prison uniforms, other countries link orange to royalty and spirituality. Like red, orange has a longer wavelength, which tends to induce higher levels of arousal. It can often be associated with spiritual practices like meditation. In Southeast Asia, Buddhist monks wear orange robes symbolizing simplicity and letting go of materialistic things. Their robes were often made with discarded fabrics that they dyed using vegetables and spices. Which connects to the fact that orange is linked with autumn and the colorful changing leaves and pumpkins. The color is also heavily linked with Halloween in the United States, so it can have a dark, spooky, or even cartoonish association.

Green has a shorter wavelength which makes it one of the cool colors. Being a cool color makes green known as one of the more relaxing colors. Usually our eyes need to adjust to see colors with longer wavelengths but with green they don't need to adjust at all. Green is often

associated with nature and is usually thought to represent tranquility. Some of the common ideas linked to green are money, wealth, good luck, health, and environmental awareness. In ancient mythology, green references the fertility of the earth as well as women. Many shades found in nature help us ease into a new environment, a lot of green is often used by interior designers in restaurants and hotels. (Kurt S, Osueke KK.). The color may positively impact our relationships, thinking, and physical health. Studies have shown the color green helping inspire creativity and reading ability. It is known to help heal and relieve stress. (Uccula A, Enna M, Mulatti C.). However, for as many positive feelings green can be associated with, sometimes green can represent envy, jealousy, or physical illness, like the phrase “turning green” indicating a sickly appearance. (Elliot Aj.).

Blue, like green, is often found in natural settings, such as the pale blue sky in the daytime or the dark blue of a deep pool of water. For this reason people often describe blue as calming and serene. It can be described as peaceful, tranquil, and orderly. Blue can lower the pulse rate and body temperature. Because blue is favored by so many people, it is often viewed as a non-threatening color that can seem conserving and traditional. Blue is often used to decorate offices because research shows that people are more productive in blue rooms.(Elliot Aj.). Many businesses that want to project the image of security often utilize blue in their advertising and marketing efforts because blue is seen as a sign of stability and reliability. And yet, as a cool color it can be seen as icy, distant and cold. Blue can create feelings of sadness or aloofness. Think about how a painting that heavily features blue, like Picasso during his “blue period”, can seem lonely and sad. Although blue is one of the most popular colors it is one of the least appetizing. Humans are generally wired to avoid foods that are poisonous and blue colored foods are often a sign of spoilage or poison.

Purple is a combination of blue and red. It is rarely found in nature so it is often viewed as rare and intriguing. Because it is not found often in nature, it can appear as exotic or artificial. People often describe this color as imaginative, spiritual, and mysterious. Purple is strongly associated with royalty so people often perceive it as being a regal color. In ancient times, creating dyes to color fabric required a lot of effort and expense, especially for certain colors. Since purple is less common in nature, the resources needed to create a purple dye were much harder to obtain. The difficulty in getting purple dyes resulted in high costs for them, meaning only the wealthy could afford them. This connection with royalty is not just restricted to ancient times, Queen Elizabeth II chose to wear a purple robe for her coronation in 1953.(Dunn C.). Purple can also represent wisdom and spirituality. The rare and mysterious nature from where it is found connects it to the unknown, supernatural, and divine. Different shades of purple have different spiritual meanings. Light purples are associated with light-hearted, and romantic energy whereas darker purples can represent sadness and frustration. In fact, some parts of Europe associate purple with death and mourning. In the United States, the color purple represents courage and bravery because the Purple Heart is one of the highest honors for bravery in military service. Purple tends to be a quite polarizing color and it is found that people either really love purple or really hate it.

Pink is a light red hue and is typically associated with love, romance, as well as all things feminine and girly. Due to associations people form during childhood, pink and purple are usually “girl toys” and blue, red, green, and yellow are usually “boy toys”. As well as bringing to mind romance and love because of Valentine’s Day. People associate the color with the qualities that are often thought of as feminine, softness, kindness, compassion, and nurturance. Pink is also thought to have a calming effect (Bakhshi S, Gilbert E.). One shade of pink known as “drunk-tank pink” is sometimes used in prisons to calm inmates. Although the effect only occurs on initial

exposure, inmates became more agitated once they got accustomed to the color. Then again there are those who see different shades giving different responses. Muted pinks can represent youth and innocence while louder shades can exude sexiness and boldness. Some people describe pink as a color that evokes feelings of joy and happiness. The color gives them a familiar friendly place making them feel welcomed and accepted. For others, pink gives off a creative and artistic vibe, giving them inspiration. Although some people have a less positive view of the color. Television has engrained minds to associate the color to little girls, toys, and dolls like barbie.

Brown sends a serious and imposing feeling. It is traditionally associated with seriousness, stability, and wisdom. Brown is often worn by scholars, those who inflict respect and appreciation through their class. Usually when you think of this color you may envision a paternal figure in your family. Because most families are centered on the main male figure and their stability as well as resourcefulness, most people feel secure and stable when thinking about brown. Oftentimes paternal figures who have passed a certain age also include a sense of stability, but in the maternal sense- they have accumulated experience in life that has manifested in possessions and financial gain. People feel safe when around people wearing brown because they represent seriousness, resilience, and support.

Black isn't a primary, secondary, or tertiary color. In fact black isn't even on the color wheel because it is not considered a color, it's all colors, or the absorption of all colors. But like any color the way an individual reacts to the color black can vary widely. In some ways, black can invoke positive associations for some, including elegance and attractiveness. The color exhibits sophistication and class, that's why many people choose to wear black when going out to a fancy event. When it comes to high society, the color black has long been associated with power. However, many people see the color black symbolize negatives. Throughout history this somber

color has been tied to death and all things bad and evil. It can evoke strong feelings of anger, aggression, fear and sadness. Although, there is a connection to its negative association within our language. Just think about it, Black Plague, Black Magic, Black Hole, Black Market, the list could go on.

Different from all of the other colors, white is the absence of color, it reflects all colors off of itself. But as a shade white has positive and negative meanings like colors. Some of the positive meanings that white can convey include cleanliness, freshness, and simplicity. White is often seen like a blank slate, symbolising a new beginning or a fresh start. The shade is often bright and can create a sense of space or add highlights, it's usually used to make rooms seem larger and more spacious. On the negative side, white can seem cold, and isolated; like how a large, white, empty room might seem boring. White is also described as cold and sterile, that is why white is a common color in hospitals to create a sense of sterility. Most rooms painted completely white makes it seem spacious but can also feel empty and unfriendly.

Colors play an important role in conveying information, creating certain moods, and even influencing the decisions other people make. Color preferences exert influence on the objects people purchase, clothing they wear, and the way they create their environments. Color has an influence on how we feel and act, these effects are personal, cultural and situational factors. Everyone is different as is their connection to color.

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