

COLOR, FEELING AND ADVERTISING

Marzieh talaei

Department of Art, Tehran Center Branch, Islamic Azad University, Tehran, Iran

Abstract

In a world full of turbulence today despite the competitive markets and the impact on the amount of advertising effectiveness of enterprises and organizations; the attention to color as agent on triggers and impressive on the human psyche and consequently the thoughts and desires of man into one of the most important issues in the advertising arena. The coolers are a message stating the language that the audience feels it, and the human psyche. Hence this article intends to review the impact of color expression with the concept arises from the view point of human psyche on color and finally to the steps of choosing colors and attention to emotional influences of color on the transmission of the message to engage the minds of the audience.

Keywords: Color, Color psychology, advertising, emotions

1.Introduction

The characteristic color of the mark of every natural object is a sensible color which is in recognition of the identity of the phenomena and its meaning plays a unique and undeniable is the visual perception through the shape. The most important issue in the debate is the color works lies in the message after the interview is being spoken language in their works color to your audience and opened with words says; the paint today, not only in all the images, and human artifacts, where the science of management, psychology, pedagogical, marketing and many other arenas also carries a special message and the impact that continued after the concept that color can be paid.

2.Color

The color can be different in the three physical background, Physiology and psychology evaluation. The science of physics, the spectral energy distribution of an issued a level or to reflect it, is investigating. Physiology, the process in which the eye and the brain when induced stimulation occurring color experience happens, case study. Psychology in the knowledge and mindset of the debate to paint the[1].

Hence, the definition of physics that are provided with the definition of the color that is the color of art presentation is different and distinct from any color psychology definition. Hence, the colors on the complete definition, the phenomenon of which is in our brain and psyche and out of our minds will not color conceptual [2].

Surface reaction to dye

Regarding the levels of human reaction towards different opinions and there are similar colors. believes his man in front of different colors will response fraction, the color of "conscious",

"insecure" and "semi-conscious or unconscious» us and download color, with changes in their show of reaction and mental reaction and are just no can have both aspects Physiology . Influences and its understanding that the reaction in our conscious and unconscious half-conscious, there are one cause emotions and feelings. The primary colors are the pictures because of the birth in our mind and we hacked their lives began with it. We stepped into the world and our need to color the light, because our vital need; to understand their environment. The environment where the beliefs and the learned are consciously or through training, we learned that sometimes this is moved and linked with our beliefs and customs and sometimes limited in the time period or a particular movement or school; sometimes even this relationship based on our own personal experience of forms that can be in each individual differ.

3. Color psychology

As mentioned is not a purely physical phenomenon; the color and psychological impacts very significant affects on humans. According to the theory of color feel expression, i.e., one should always be painted according to the coolers to be considered thus articulated through the environment and in terms of composition, i.e. the comparison and put two colors or more together for the specified mode of expression and equilibrium and the creation of the concept of similarity of Venice, which is the essence of human interest. From the perspective of emotional or mental problems related to color modes expression, affective and psychological issues is dependent on specific mental and people on this thread will rely and paint a sign of how the thinking and feeling, and markers to promote an integrated and Sufi moods and the clergy is an artist.

Certain colors, Visual examination of the originator of the that directly affect the sensitive organs on the effects of vision and therefore without any intervening directly with human feeling or rational the relationship established. For this reason we have motivation and stimulation of various colors as we sense, like the head of life and being colors and ... Provided that the same sensory influence. is that direct your motivation is a potential color into an artistic tool makes become [1].

In other words, the relationship of mental effects with color of their desired objective. Therefore, the effect of the investment part of the colors corresponding to the development of independent each color is that it can be used as the power of expression and the language of color named color; the other part of the mental status of influence. related and psychological subjects dealing with color. This is because some felt the quality and origin of GR, weight, color, temperature, etc or feel that there are any color especially in developed [3].

4. The emotions of color

Usually feels cold and GR color corresponds to the conscious memories or knowledge of the nature of Nacho is the same as the elements of water and fire. Some colors like red, yellow and its compounds are generally warm we feel and color such as blue, green and its compounds are cold and cool feeling. However, there is no exact border between them, but their sense of incidental depends on the color of the blocks and internal sense of visitors. On the circle diameter with a line color of green-yellow-



red- along with approximate extent between the as can paint the color on the right side of the hot and cold on the left side of the impression.

(Figure 1)

Warm colors, in terms of Visual prognosis and the color is so cold that curbing and led the creation of depth and dimension. Color weight: a relative weight colors are visually and rated. More color theorists thought that dark colors have more weight than the bright colors are fitted and the position they are placed in the lowest level of the Visual. Are colored according to the expression of feeling, in this section the expression examples of psychic influences certain colors explains:

Diluted to yellow color concept sparked envy and betrayal and indeed and obi is justified In all societies with glory, the glory of the Sun, and with an equal. Yellow is a welcome relief for the barrier, Bella [4]. Yellow is a good symbol for a heavy industrial strength for durable products. And sometimes it can represent these delicious banana cream because some gay backpacker and[5]. Red ATASHI expressive without scenarios. Pituitary gland once active red homepage. Warm tone of much of the paint as they have been known to medic and especially the highest human emotion Eve red [6].A chemical messages to the brain of renal gland and hormone epinephrine or adrenaline-free ". The hormone produced by the body's system of chemical changes that cause further and faster breathing and heart rate, blood pressure and pulse rate increases; and causing skin reactions provoked. Based on the research community in the fields of teaching and research section of buyers ' reactions, the red color consumers as exciting and stimulating to equal to the temptation to stimulate (client) at the place of purchase [7].

The dark blue color illusion and fear, grief. Reason about this color and view it makes a reduction of blood pressure, pulse and breathing. The human brain with a view of this color is a series of chemical signal post that caused the energies and find relief. Of Psychology means comfort and physiological point of view[9]. Natural color relief, green, fresh and refreshing, healing the Division, with the same trust and confidence. In terms of the most relaxing color psychologists green hosting because the effect on the nervous system means a modification in a distant place, and. The pressure is low, and with expanded making the veins of man is feeling the heat. And the sign of life, growth, balance, nature, [13].This is no reflection color containing and suffering or fear, and the other is not, in any way, but is quiet and motionless, and himself. But if it is added to the yellow, blue, and if alive be added to reflect the significant [11].

The color purple because that is a compound of red and blue, both with water illusion understanding aspects of domination has dignity and embodies the "as of" sound effects. As of is between the target and the mind[4]. Positive psychology in the white color, luminous and. The white color of whatever tends to be warmer and the cream feels more friendship. The pure white color symbol of minimalism is absolute. The color black is dark and suggested that fear choosing the black color as the color of the first, a testament to protest the status quo [14].In terms of absolute impartiality is the color of black psychologists all relish from. The black lead to compensatory behavior; and lead to suppose any. This person against hasty behavior and their fate in the case of non-wise[4]. Black is the color of mystery "magical night. Color is a powerful, mysterious, beautiful and classic and magnitude and crossed and deadly effects. Where the hardness and durability of induction of weight are means [3].

5.Colors in advertising

Today, not only in the realm of art, but also in the sphere of culture and economy and advertising research shows that young people's feelings towards the colors through the stimulation of the senses led to the creation of satisfactory, and when using the product, region[8]. The findings of the management about the use of color makes the increase or decrease demand, increased customer comfort, fashion and reducing waiting time [10].The Executive Department to the marketer to determine the colors of products, the advice seem vivid and client understand it[9]. Hence the failure to understand the true meaning and color effects can increase production costs. By stating the necessity for employing color and also introduced it as a universal language, the use of the psychology of colors all forms of advertising such as the graphical image and branding, product packaging, Web sites, shopping centers and. ..The need today is the community in the village of billing practices and global satellite and technology connected to each other.

Create a harmonious balance between the various factors contributing to the plan, the transfer of the content and theme of the Visual Arts, the most important principle in especially graphics and advertising.

Non-verbal communication in all shapes and colors, are one of the main pillars of the fastest ways to transfer messages. «Attention», «continuous attention to convey the message, " color, "and frequently excluded from participating as well as how to use the image in the form of letters, and writing are all part of the principles and skills that come up that seems to require graphic designers and advertising and in the world of. Compacts, which according to the psychology of color and life and its influence on each other formed and can apply the color to its content and message latency has a significant psychological impact and have. With regard to the relationship between the abstract and intense color with ' human thoughts and also create a sense of aesthetic and emotional reactions in her – mostly for the reaction are HEP Nacho-the best space for measurement of ambient color, influences and market advertising. The location where the key sentence in the color and vital in communicating and is referred to as the "silent salesman" from it[4].

6.The color selection process

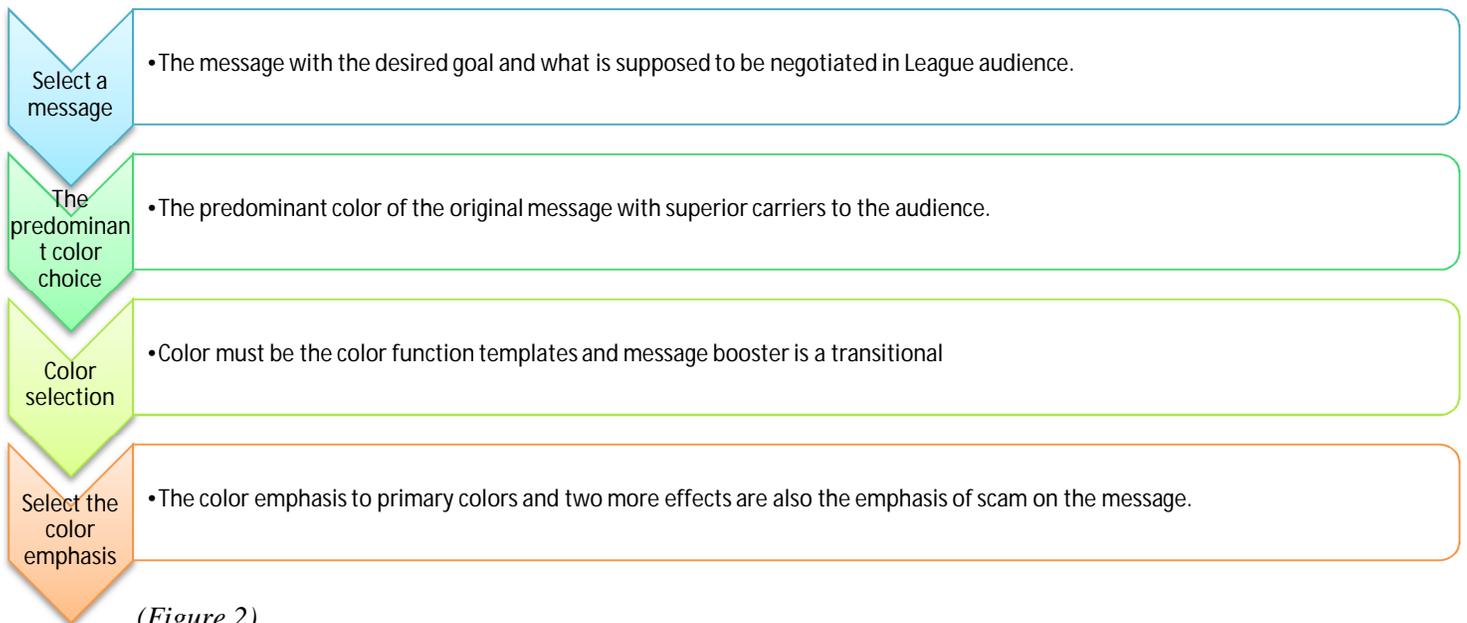
To create and use a Visual color, message and its reactions, a necessity seems to be the best method for reaction; stating objectives, desired product or service. the first step in choosing the color choice is a message (Figure 2). As mentioned, the expressive language of color have that carries the message to the audience. The second stage is the use of the general law of the colored. As a general rule, three items to create a colored can be raised which include:

- (A) the superior or dominant color
- (B) a child or dependent color
- (C)the color emphasis

With regard to these items and with an understanding of the reactions of superior dye as the dominant colors, can be combined with the desired concepts. Whilst there is no definitive rule on

the number of colors needed to color combinations in there and depending on the final selection of designs.

The psychological and emotional impacts according to the color of a good and effective when advertisers could affect on the audience that first meet the desired objective fits the message; also in color and paint selection underscored; dominating sequence taken. It is here that an effective ad could be a mental concomitant; mind and impressed the audience and stimulate and promote better with its impulse to affected areas. Select the color fits the message (based on what was told in part feelings) in the first part and fit the three consecutive stages can impact cognitive colored far more fluent on the mind and the audience to better understand the concept lies in the promotional message. Some of these concepts include an fad messages, spiritual messages, romantic messages, messages from the powerful, the traditional message, the message and vibrant, classical messages and. ..



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