

# THE INFLUENCE OF COLOR ON A PERSON

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**Abstract:** *Color science is a comprehensive science about the nature of color, its properties and characteristics, patterns of perception and color discrimination based on systematized information, including a set of data from physics, physiology and psychology that study the natural phenomenon of color, as well as a set of data from philosophy, aesthetics, art history, philology, ethnography, literature, studying color as a cultural phenomenon.*

**Key words:** *Color, Red, Blue, Yellow, Orange, Green, Purple, Psychology.*

## INTRODUCTION

Color affects the human psyche, and at the same time has a pronounced character. For example, it is generally accepted that the color green is calming, so they try to paint walls in schools with this color, while red, on the contrary, excites the psyche and literally “catches” attention. Therefore, signs or prohibitory signs are depicted using the color red.

The influence of color on a person is quite individual. Each type of temperament has its own color.

## THE MAIN RESULTS AND FINDINGS

Depending on the time of exposure to a person, or the amount of space occupied by the color, it causes positive or negative emotions and affects his psyche. The human eye is capable of recognizing 1.5 million colors and shades.

Colors are perceived by the skin and also affect people who are blind (example: people were brought into a room with red walls, after which their heart rate increased, then they were placed in a room with yellow walls, the heart rate sharply returned to normal, and in a room with blue walls, it decreased noticeably) . A person’s age and gender have a noticeable effect on color perception and a decrease in color sensitivity. Up to 20-25 years of age, perception increases, after 25 it decreases in relation to certain shades.

Today it has been established that each person has his own chromotype (chromotype is psychophysiology, which is determined by the color of preference: impulsive choleric people are “red” people, melancholic people are extremely sensitive - usually “blue”, phlegmatic people are “green”, sanguine people are “yellow”)

The psychological aspect of color perception is inextricably linked with the socio-cultural and aesthetic phenomenon. Any single color or combination of colors can be perceived by a person differently depending on the cultural and historical context, on the spatial location of the color spot, its shape and texture, on the

mood and cultural level of the audience and many other factors.

Of the entire range of issues that make up the complex problem of the psychological impact of color, the issues of physiological reactions to color and human color associations are especially relevant for designers. All spectral colors influence human functional systems in one way or another.

**Red** - is the longest wavelength, so its influence is maximum: stimulating, warming, active, energetic, penetrating, thermal, activates all body functions; used to treat chickenpox, scarlet fever, measles and some skin diseases; for a short time increases muscle tension, increases blood pressure, and speeds up the breathing rate.

Red, the color of action, evokes strong emotions, is effective for melancholy, stimulates the brain, nerve centers, energizes the muscles and liver. You can feed on the energy of red during meditation, colds, pneumonia, asthma, etc. Contraindicated for overweight people, has a bad effect on hypertensive people, nervous people, and red-haired people. Not recommended for inflammatory processes, because it activates them even more.

Is zodiac for Aries, Leo, Libra, Scorpio, Sagittarius. Orange is a tonic color. It acts in the same direction as red, but to a lesser extent, improves digestion, promotes rejuvenation, emancipation, strengthens the will, and relieves feelings of depression. Strengthens lung tissue, has antispasmodic properties, improves blood circulation and skin color, but excess orange can cause overheating of the body (i.e. it is warmer than red). Orange evokes joy, but can be both calming and irritating.

Is zodiac for Aries, Leo, Gemini, Virgo and Libra.

**Yellow** - is a tonic color. Physiologically optimal. Least tiring, stimulates vision and nervous activity, activates motor centers, causes a joyful mood, generates muscle energy, is used to treat diabetes, for indigestion, to correct strabismus, clubbed hands.

Yellow color improves mood and calms psychoneuroses. In healing practice, yellow meditation stimulates intellectual abilities, replenishes mineral deficiencies, and reduces acidity in the body.

Is zodiac for Gemini, Virgo, Libra and Leo.

**Green**- is physiologically optimal. Reduces blood pressure, dilates capillaries, soothes and relieves migraines, increases muscle performance for a long time. It has the opposite effect of red. “They say that those who do not like green (who do not like it) are afraid of life’s difficulties, they are afraid of the vicissitudes of fate, and any changes in life.

And those who prefer it are afraid of being under someone else's influence, constantly asserting themselves. People who like the color green are characterized by strong will, stubbornness, and perseverance, which allow them to overcome the difficulties of life. If you like light green tones, are characterized by softness and tenderness, are energetic, know how to cooperate and always come to the aid of your neighbor, perhaps there is a healer hidden in you" - Goethe.

Green color has a refreshing and at the same time calming effect on the body, exhibits antiseptic properties, and is recommended for the treatment of the nervous cardiovascular system, asthma, and insomnia.

It is zodiac for Libra, Pisces, Sagittarius, Capricorn, Aquarius. Blue is a calming color, reduces muscle tension, lowers blood pressure, calms the pulse, slows down the breathing rate, lowers body temperature, refreshes, improves patience, reduces appetite, soothes pain, has an antipyretic antiseptic action, helps with insomnia, nervous disorders. Blue awakens thoughts, but its long-term influence causes fatigue and depression.

Is zodiac for Taurus, Cancer, Virgo, Sagittarius.

**Blue** - the calming effect turns into a depressing one, helps inhibit the functions of human physiological systems, has antiseptic and bactericidal properties, promotes growth, treats swelling, burns, baldness, rheumatism, headaches, eye inflammation. Recommended in therapy for emotional and nervous people. Long-term exposure to blue can lead to depression.

It is zodiac for Libra, Pisces, Sagittarius, Capricorn.

**Purple** - combines the effect of red and blue. Produces a depressant effect on the nervous system. Something from red appears in violet, that is, something exciting.

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