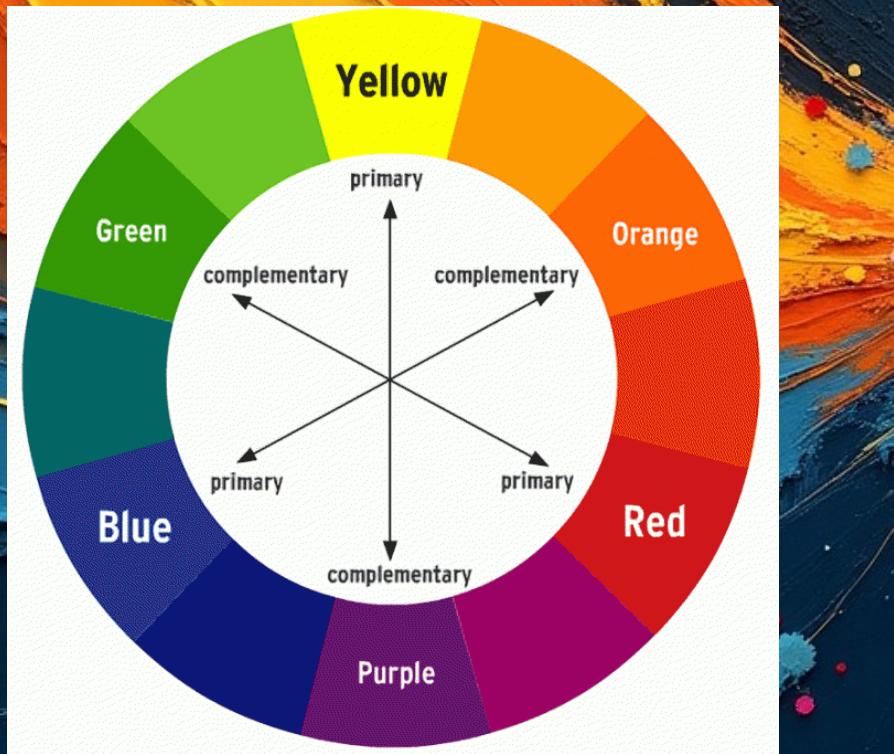


The background of the image is a dark, textured surface that appears to be splattered with various colors of paint. Large, expressive strokes of yellow, orange, red, and blue are visible, creating a dynamic and artistic feel. The overall composition is a high-resolution photograph of a creative artwork.

Psychological Responses to Color

Color Theory is a system of guidelines and principles for mixing, combining, and manipulating colors in art, design, and other fields. It explores how colors interact, affect emotions, and communicate messages.”

The Color Wheel:



Primary Colors:

The three primary colors are **red, yellow, and blue**. These are the basic hues that cannot be created by mixing other colors.

Complementary Colors:

Complementary colors are pairs of colors that are directly **opposite** each other on the color wheel.

The Color Wheel:



Insight:

Beyond the look there are **physiological responses** all people have to colors. This varies from culture to culture.

Differences within the Individual color spectrum

TRANQUILITY	LOVE	HEALTH	CREATIVITY	NATURE
AUTHORITY	EXCITEMENT	HAPPINESS	FRIENDLINESS	GROWTH
WISDOM	WARMTH	FRIENDLINESS	CHEERFULNESS	PROSPERITY
STABILITY	ROMANCE	ENTHUSIASM	ENERGETIC	HEALTH
CLEANLINESS	PASSION	ENERGETIC	OPTIMISM	HOPE
FRESHNESS	SPEED	YOUTH	WARMTH	LUCK
FREEDOM	LUCK	FUN	JOY	LIFE
COLD	RAGE	RUIN	ILLNESS	ENVY
SADNESS	BLOOD	DANGER	DANGER	POISON
DEPRESSION	AGGRESSION	DESOLATION	MADNESS	CORRUPTION
ROMANCE	LUXURY	LUXURY	LIGHT	STRENGTH
NURTURING	MYSTERY	DARKNESS	HOLINESS	CALM
INNOCENCE	SPIRITUALITY	SOPHISTICATION	CLEANLINESS	TIMELESSNESS
DELICATE	ATTRACTION	AUTHORITY	SPIRITUALITY	NEUTRALITY
PLAYFUL	FUTURE	ELEGANCE	INNOCENCE	AUTHORITY
SWEET	ROYALTY	MYSTERY	PURITY	WISDOM
KIND	MAGIC	POWER	HOPE	STABILITY
IMMATURITY	ILLUSION	FEAR	COLD	DULL
DECEPTION	DECEPTION	LONELINESS	ISOLATION	LIFELESS
MATERIALISM	DETACHMENT	HOPELESSNESS	EMPTINESS	ABANDONMENT



Warm to Cool and leading the eye with **Darks to Lights**

Desaturated vs Saturated



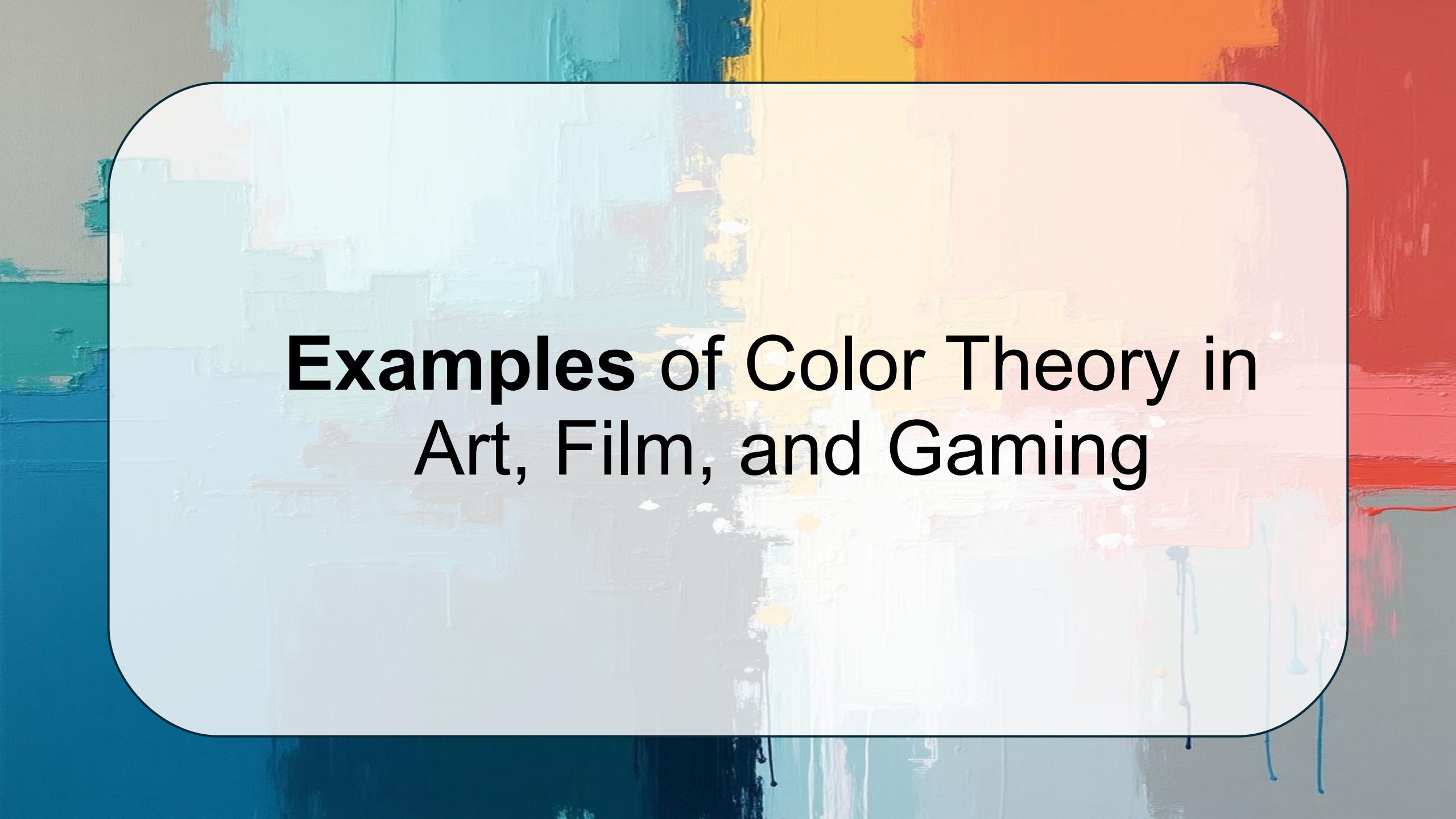
Original



Desaturated



Saturated



Examples of Color Theory in Art, Film, and Gaming

Psychological Differences between Black and White versus Color films

Color

- Immediate Emotional Triggering
- Color can trigger specific neurological responses.
- Influencing how viewers feel and interpret scenes



Psychological Differences between watching Black and White versus Color films

B&W

- Attention and Focus
- In black and white films, viewers tend to focus more intensely on facial expressions, body language, and compositional elements



Dark and Light Color Theory

Formless black. It provides no context or spatial depth, heightening the sense of isolation and void.

Harsh Illumination Spotlighting the Horror



Saturn Devouring His Son
Francisco Goya 1820

Dark and Light Color Theory

Peter Paul Rubens
Four Studies of a Head of a Moor
(c. 1615–1617)



“Two Moors”

Rijn, Rembrandt van (1661)

Desaturated

- Subduedness
- Moodiness
- Realism



Saturated

Van Gogh - Starry Night

1889

- Cool Colors
- Features the complementary pairing of yellow and purple/blue
- Vibrant and intense, evoking feelings of excitement and energy



The Revenant (2015)



Mad Max (2015)



RED

- Lust
- Danger

Ex Machina

R 2014



Green

- Sickness
- Creepy
- Nature/Health



Yellow

- Happiness and Relaxation
- Jealousy and betrayal



Purple is mysterious and rare



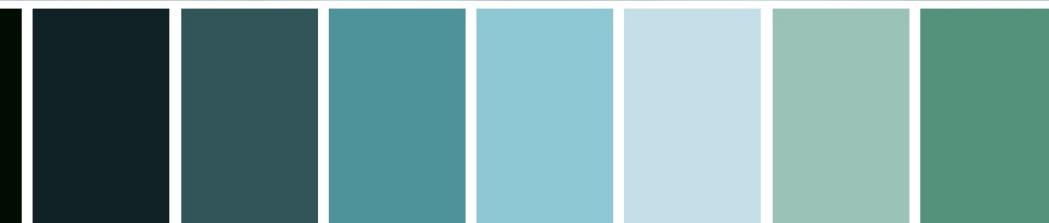
Pink

- Innocence
- Love



Metal Gear Solid

- Realism
- Seriousness



Desaturated



Nintendo

- Playful
- Vibrant
- Happy

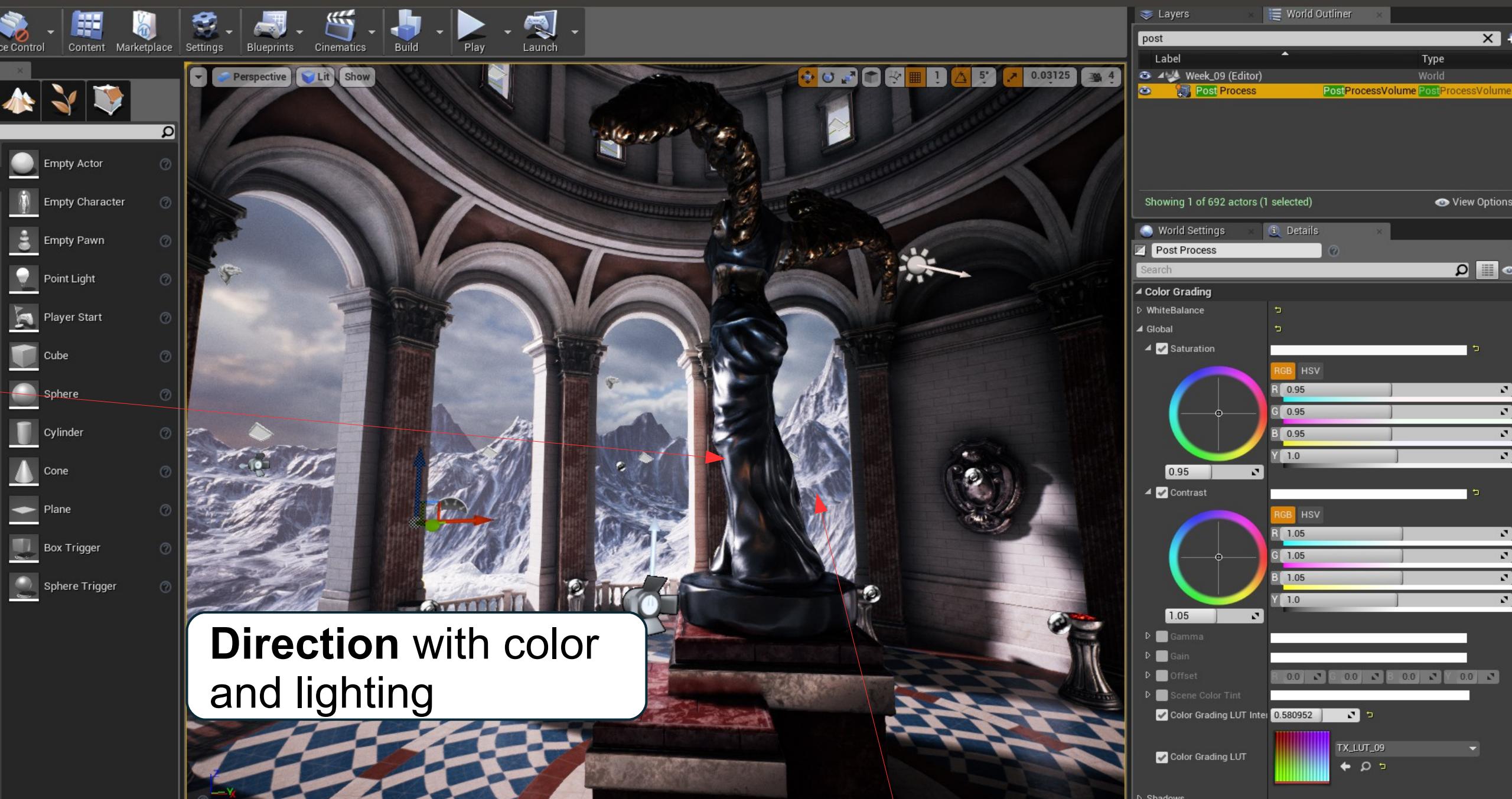
Saturated



**Direction with color
and lighting**



I do a post process and color grading pass on the scene at the very end.



Psychological Responses to Color

Recap:

- Primary Colors and Complementary Colors
- Color Levels
- Warm vs Cool
- Saturation or Desaturation Levels
- B&W vs Color
- Color Meaning in Cultures
- Directing Eyes with Lighting and Color