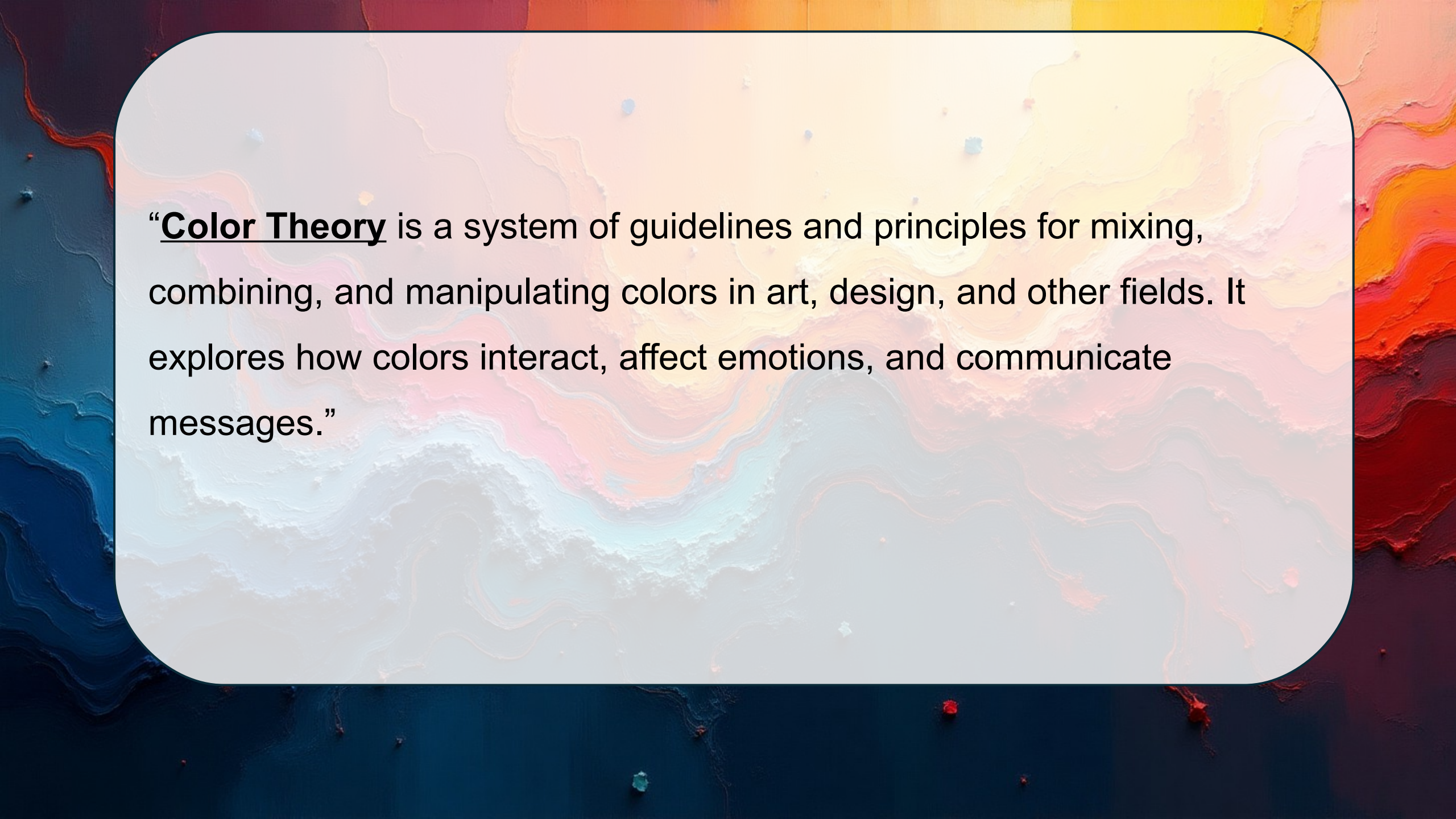


The background is a dynamic abstract composition. It features a central horizontal band of bright yellow and orange, resembling a burst of light or fire. This band is flanked by deep blue and magenta areas. The entire scene is filled with numerous small, circular splatters in red, yellow, and magenta, along with fine, radiating lines of paint, creating a sense of movement and energy.

# Psychological Responses to Color

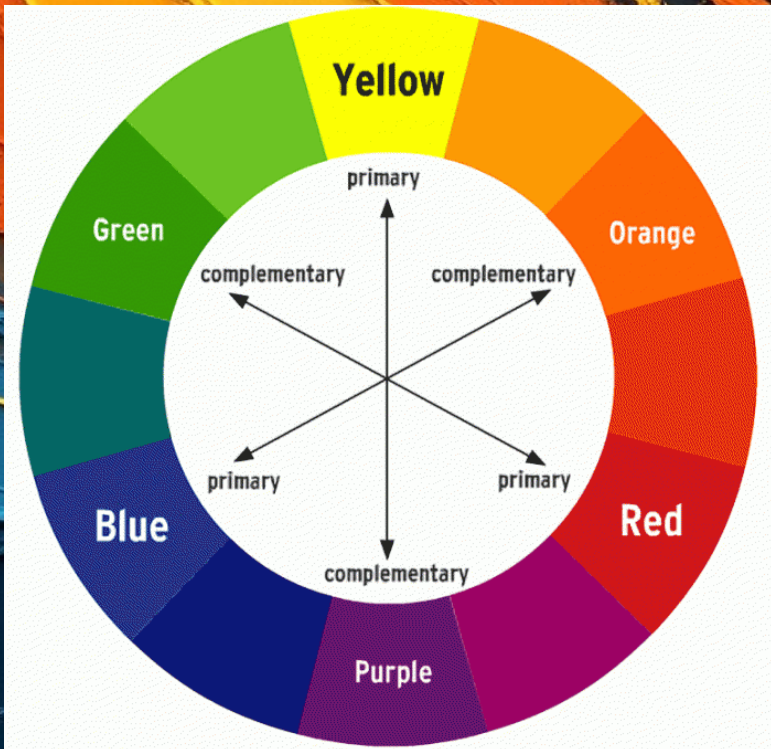




“**Color Theory** is a system of guidelines and principles for mixing, combining, and manipulating colors in art, design, and other fields. It explores how colors interact, affect emotions, and communicate messages.”



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



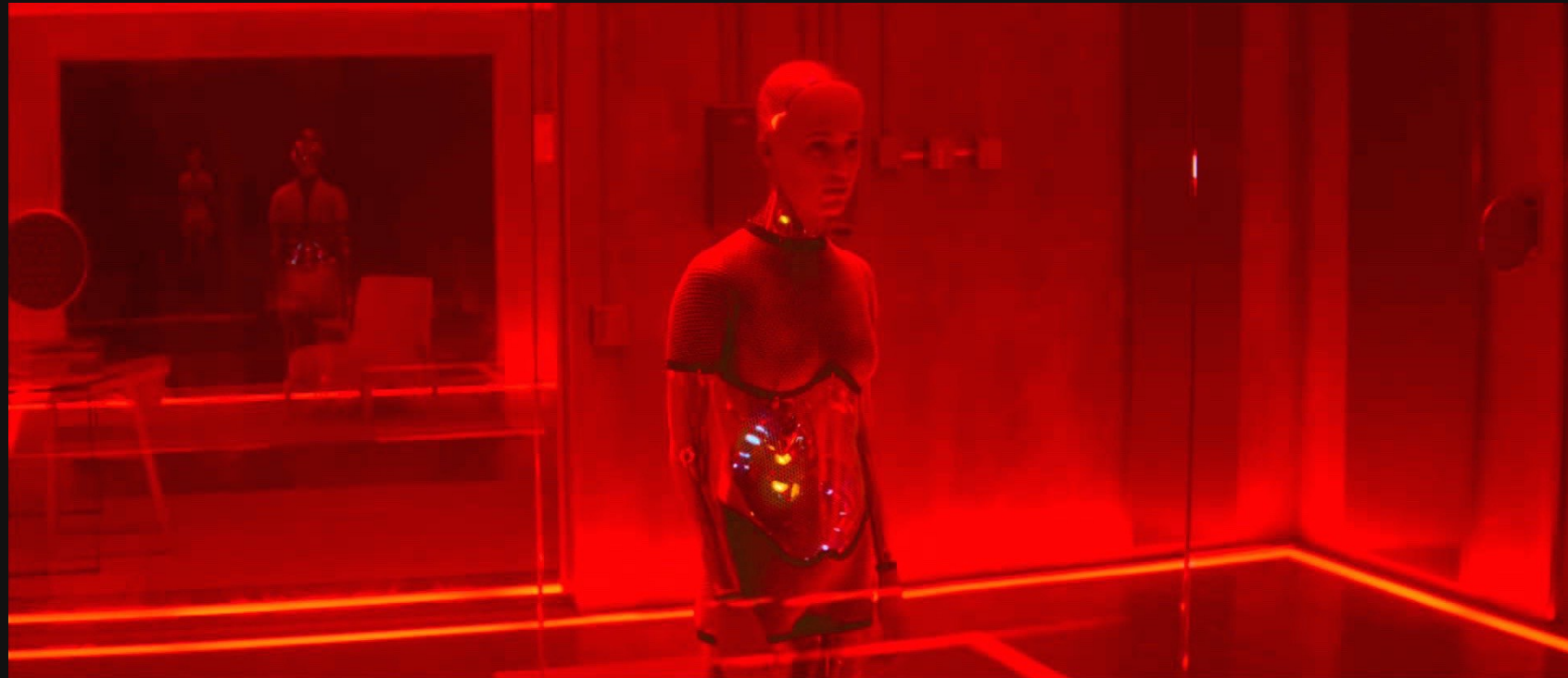


# Ex Machina

R 2014

## RED

- Lust
- Danger





# 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

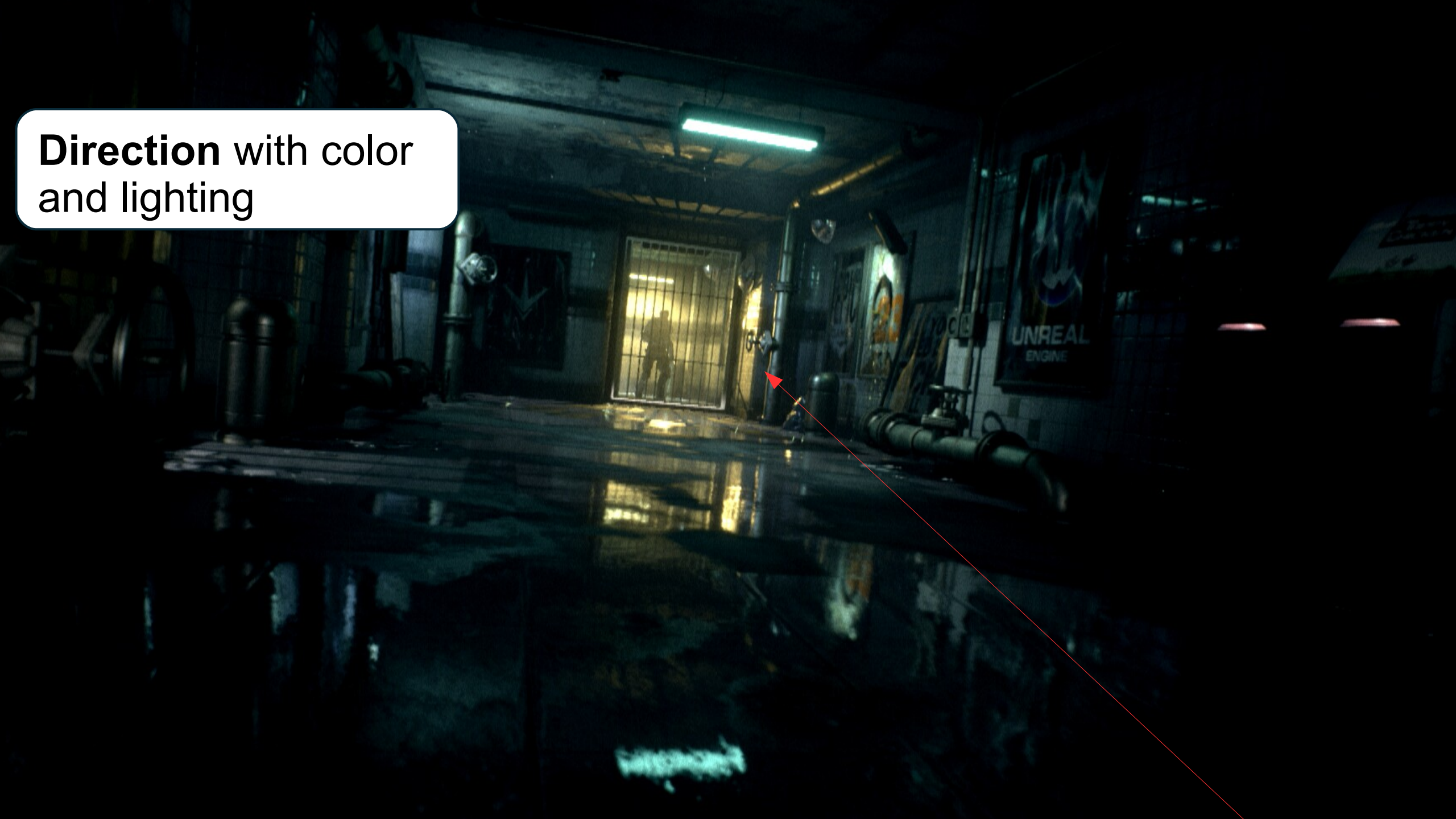
- Playful
- Vibrant
- Happy

# Saturated



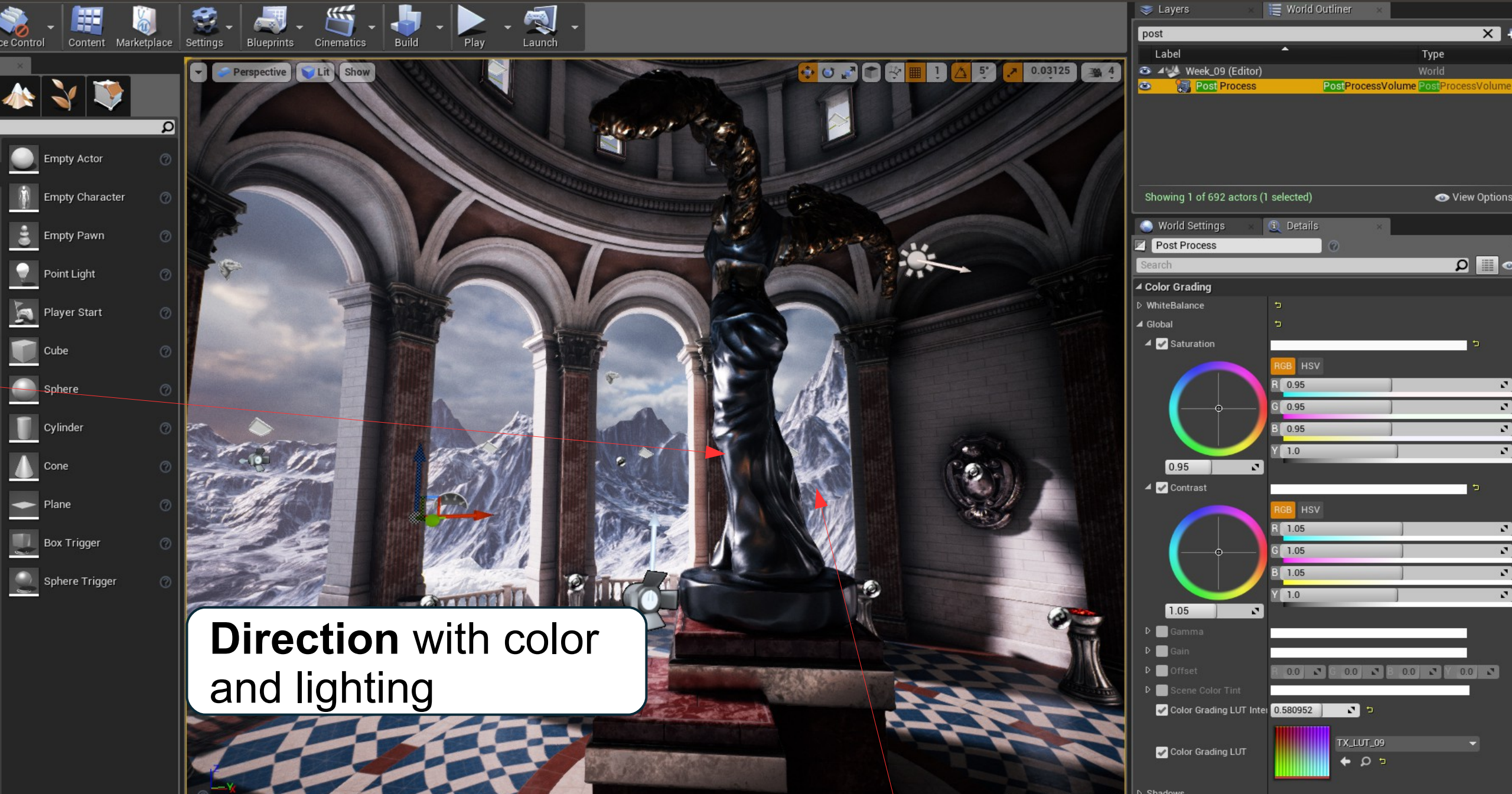


**Direction** with color  
and lighting





# 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