



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Psychological Effects Of Colours In Human Life

Dr. Kota Mrutyunjaya Rao,

Associate Professor, Department of Fine Arts,
Yogi Vemana University, Kadapa, Andhra Pradesh.

Abstract :

The psychological effects of color on human life are discussed in this essay. Colors were utilized by man on three levels in almost every culture. They are spiritual, mental, and physical. Colors have been utilized to promote greater health in the body since ancient times. But given the way the world is evolving, it's possible that people may always associate different emotions with different people. Individuals that have red as their dominant color are typically very conscious of their physical appearance and health, and they frequently choose to pursue bodybuilding careers. Yellow is a color that increases focus and acts as a "wake-up call" for the brain and nervous system. Blue is a calm and balancing color that causes the lower the blood pressure levels.

Index Terms - Colour, Emotions, Therapy, Psychological, Intelligence, Relationship

"Most people are unaware of the profound effect colour has on their behaviour."- Kenneth Fehrman.

I often feel wonder how yellow paint recurrently appearing on my canvas, dominant in my paintings without my knowledge. I have been trying to know the reasons for this.-Mrutyunjay.K

Introduction:

The psychological effects of colour can be termed as colour psychology suggested by Van Vanger tends to refers to range of affective, cognitive, behavioural response and associations linked to specific colours. Kopacz suggests that the biological consequences of colour responses can be a valuable tool for health management for the treatment of various ailments.(O'Connor,Zena.2011). Colour psychology elucidates the relationship between human psychology and colour. Whether we realize it or not, it has had a significant impact on our lives. Colour is important and frequently utilized to try to make people feel hungry, associate good or negative emotions, influence thoughts, alter behaviours and trigger reactions, and in a myriad of other ways induce feelings of peace or vitality. Numerous studies on the physiological impacts of colour have shown most intriguing ways in which colour influences our life, often in unconscious and subconscious ways. A memorable experience is shaped by a multitude of environmental elements that impact one's sense of colour.

I. The impacts of colour must have had a profound influence on people mind and neuron system. In various medical treatises, the ancient Greeks and Egyptians had employed colored minerals, crystals, salves, and dyes as ointments, plasters, and flowers, following the hermitic tradition. The field of medicine was later improved by the Arab physician Avicenna (980–1037A.D), an Aristotelian follower. Based on the psychological characteristics of colour, he made explicit in his "canon of medicine" the critical role that colour plays in both diagnosis and treatment. He created a chart that connected colour to the body's physical state after realizing that colour was an obvious sign of sickness. In his 1876 publication "Blue and Sun light," Augustus Pleasanton detailed his research on the impact of colour on plants.



The term "*Color psychology*," coined by Van Vanger, can be used to describe the psychological effects of color. It describes a variety of affective, cognitive, behavioral, and associative responses with particular colours. According to Kopacz, the biological effects of colour reactions can be a useful tool for managing health and treating a variety of illnesses. (O'Connor Zena, 2011). Logan Clark and Appleby propose that chromo therapy, or colour therapy, can be used as a powerful, non-invasive, holistic therapy in addition to being used prescriptively. The wide variety of reactions associated with colour varies greatly in form and degree, according to the most well-known sources of popular culture. A variety of psychological reactions to colour are frequently cited in connection with these symbolic colour associations, or colour meaning.

The most popular culture sources unfolds the range of responses linked to colour varies enormous by type and extent. These symbolic colour associations are colour meaning are often mentioned in conjunction with a range of psychological responses to colour including affect, preference and cognitive judgments. Van Wanger has provided some examples intermingling of range of different types of cognitive and behavioural responses and associations linked to specific colours (Van Wagner K.2009). Dr. Mortan Walker, Dr Gerard, Dr.Faber Birren are successful documented the link between colour and psychological response. During 1905 studies suggested neonatal jaundice, a potentially fatal condition found two-thirds of premature babies, could be successfully treated by exposure to sunlight. Later it was found Blue light is very effective and less hazardous.

Let's take a look at how psychological factors of some colors affect our mind and body and health as follows.

Red:

The color red is associated with bravery, zeal, like, love, and affection. When relationships are damaged by rude behavior, expectations are not met, and plans fail, the mental state is dominated by the color red.



Everything appears reddish when the brain's color center becomes overly stimulated by the color red. Individuals with a modest amount of this color are kind to others. Like using their abilities to the fullest and showing concern for their progeny and other living things. Individuals who are predominantly this color lead generally healthy lives. Because they are unable to manage their feelings toward delicious food and other things. Throughout adolescence, the color red intensifies significantly. It's fascinating to note that

Yellow: the colour of the digestive system from a health perspective. This colour provides the

energy needed for the body to expel waste products and digest food. This colour aids in the treatment of stomach, intestinal, liver, and other associated ailments. (Azeemi, Khwaja Shamsuddeen, 2007). Yellow facilitates the production of serotonin, a neurotransmitter that is necessary for eliciting happiness. Research has demonstrated that yellow improves focus and acts as a "wake-up call" for the brain and nervous system. Excessive use of yellow hues might lead to weariness. Babies cry more in yellow rooms, according to studies. Yellow is the hardest hue on the eyes, and people may become irritable more frequently in spaces that have it. It is also advantageous for accelerating

Blue:

The colour blue represents celestial awareness. As spiritual colours, truth, harmony, peace, and hope are regarded as essential. In addition to its calming properties, it is frequently employed in the rooms of aggressive offenders and mental patients because of the deeper understanding it fosters in the mind. An excessive amount of blue can be unpleasant and induce a sluggish sensation. The University of British Columbia's research has demonstrated that the colour blue fosters creativity. Blue is a pleasant and calming colour that restores normalcy to the bloodstream. It calms the mind and lessens anxiety and excitement. Individuals with this coloration are charitable and enjoy helping other people. Blue can evoke sentiments of tranquillity and peace. It is frequently characterized as serene,

Black:

Black denotes strength and authority as well as wisdom and understanding. The fashion industry considers it the most popular hue due to its relationship with style and ability to make wearers appear slender. Because black products are thought to be of greater quality, they may sell for more money when packaged.

According to studies, hockey teams wearing black jerseys were fined more for violations since black is the most aggressive colour.

Green:

Green is calming, joyful, and restorative. It provides healing and stress relief. There will be less stomach discomfort for those who live in a green atmosphere. It has traditionally been associated with fertility. Green is more beneficial for those who have suffered trauma, according to Logan Clark and Appleby. Wrapping green silk across the shoulder can have a very healing impact. By exposing animals to blue light, Augustus Pleasanton claimed to have treated some ailments, improved fecundity, and accelerated the process of physical maturity in animals. Furthermore, Pleasanton insisted that blue light might effectively alleviate human illness and pain. It has been discovered that pink has a calming effect minutes after exposure. Aggressive, angry, and nervous conduct is suppressed by it. Individuals are able to

White:

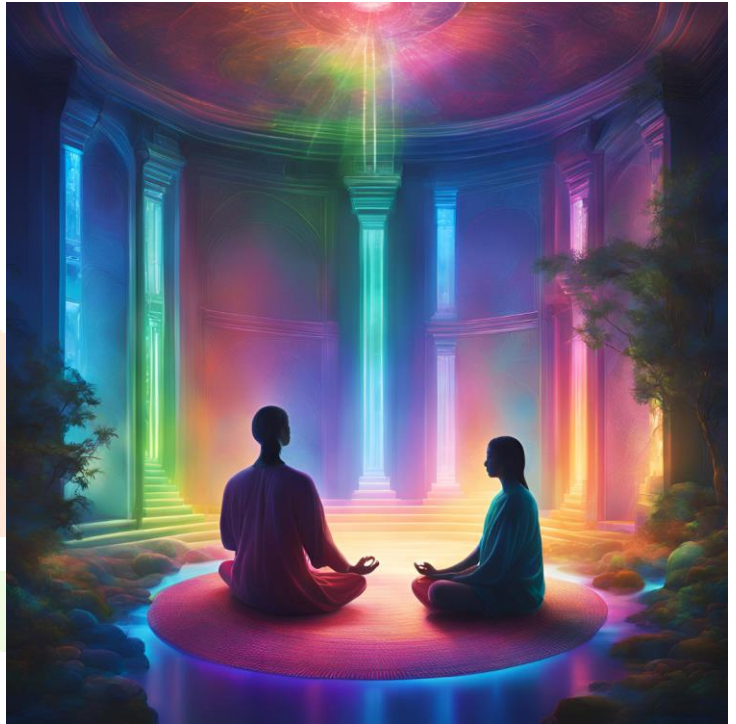
It's said that white is the most neutral colour. Typically, baby goods are made of white to represent purity and innocence. Physicians and nurses use the colour white to symbolize sterility. White clothing is thought to be sophisticated. People with hand tremors did not tremble as much in white spaces, according to a study, demonstrating the calming properties of the colour.

Pink: Of all the colours, pink is thought to be the most romantic. Energy is sapped by pink. It is the hue that calms people the most and is connected to femininity. Sports teams frequently paint the rival team's changing rooms a pink hue. Because it has been shown to be helpful in lowering anxiety and rage, US jails are painted pink in an effort to maintain inmate tranquillity. According to Dr. Alexander Schuss of the American Institute of Biosocial and Medical Research, "A person cannot be angry or aggressive, even if he tries to do so in the presence of pink." The heart's pumping action is insufficiently rapid. Pink colour therapy calms people down and relaxes their muscles without the need for medicine. The heart muscles can't race fast enough." The use of Pink colour reduces aggressions and causing muscular relaxation in human and involves no medication and physical force. (Schauss, Alexander, 1985). The Hindu Vedic belief of the body's chakras, which are referred to as vortexes of life energy, has impacted many therapists. The body's energy centres are referred to as the chakras. We must determine whether our energy points are balanced or unbalanced in order to balance them with colour. We can obtain the most prominent colour we require based on the mental, bodily, and emotional attitudes generating the imbalance. For this reason, holistic healing looks for the underlying metaphysical root of the physical issue. There are two types of chakras: an overactive chakra and an underactive chakra



Chromo Therapy:

This is also referred as color therapy, this approach is predicated on the notion that certain colors and colored lights can be used to heal both physical and mental illnesses. Colors can be employed in daily life to enhance our function and enrich our lifestyle (Scully SM. 2020). Numerous studies have demonstrated how specific colors improve an individual's ability to function efficiently. The finest benefits can be obtained by mixing or adding yellow if one wishes to improve their memory. More than any other color, white walls can give workers headaches and nausea. Consequently, it is best to stay away from white walls, and white workspaces may also aid to lessen headaches. In 2007 a study was conducted that people in yellow room ate twice than the people in red and blue rooms.(Sindhuja DSV, Bhateja S, Sharma M, Arora GS. 2022) the colour purple improves the intuition and psychic powers with dream activity. Red light may help to stimulate circulation, strengthen the heart and reduce inflammation. In 1978, Clark stated red radiation can be utilized to improve the red blood cells (Hafstein EP. 2021) Diabetes can be caused by the lack of yellows and orange hues in the body. Similarly yellow light can be used in healing eye sight and cooler blindness.



Conclusion:

In conclusion, this article's material came from a variety of online publications, including books and periodicals as well as websites. Technical reports and books on architecture and interior design are additional sources of information. Colours were utilized by man on three levels in almost every culture. They are spiritual, mental, and physical. Physically speaking, colours influence our overall health, happiness, and physical well-being. Our moods are psychologically influenced by colours. Having good trends and feelings for others is facilitated by mental health. The colours make the metaphysical world more familiar on a spiritual level. When we go to an art gallery, we could value a piece of art because of its rich use of colour rather than

Sources and References:

- [1] Hafstein EP. *The Therapy of Light*. Available from: [http:// hafstein.org/data/documents/The-Therapy-of-Light.pdf](http://hafstein.org/data/documents/The-Therapy-of-Light.pdf).
- [2] Khawaja Shamsuddeen Azeemi,(2007), *Colour Therapy*, Burkhiya Education foundation, Karachip.p.37.
- [3] O'Connor, Zena. (2011). *Colour psychology and colour therapy: Caveat emptor*. Colour Research & Application. p.36.
- [4] Schauss, Alexander. (1985). *Tranquilizing Effect of Colour Reduces Aggressive Behaviour and Potential Violence*. International Journal of Biosocial and Medical Research. p.220
- [5] Scully SM (2020.) *The Mood Boosting Benefits of Colour Therapy* [Internet Edition]. Health line.
- [6] Sindhuja DSV,Bhateja S, Sharma M, Arora GS.(2022) *The Untold saga of chromo therapy in dentistry*. J Family Med Prim Care;11:453
- [7] Van Wagner K (2009). *Colour psychology: How colours impact moods, feelings and behaviours*. Psychology.

Image Credit: AI generated images by the author through canva.com, and author's painting.

