СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ, АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

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INFLUENCE OF COLORS ON PEOPLE

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Marketing and advertising employs the knowledge and practice of color psychology in its work to drive results. The main purpose of an ad is to motivate the viewer to take a course of action designed by the advertiser. Color is applied to the shape of a logo to represent an emotion, objective, a meaning, as well as to increase brand recognition. Disagreements in the perception of colors depends on origin, age, gender, and even state of health. Vivid and bright colors are popular amongst the youth, while older people feel more comfortable when surrounded by subdued shades.

Typically, a distinction is made between covert and overt visual attention, based on the role of eye movements. The former refers to a shift of attention without a corresponding shift of gaze, and a first description of this phenomenon dates back to von Helmholtz (1867). The latter is related to eye movements and involves directing the gaze to interesting—or salient—locations.

We know 5 types of colors: warm bright colors, cold bright colors, cold dark colors, warm dark colors, neutral colors. Through colors we can control reactions of an audience and provoke them to certain behaviours.

Warm bright colors: beige, yellow, orange, pink, red and similar. These are active, eye-catching colors with a friendly nature that may induce a sense of courage and energy. Warm bright colors visually enlarge objects and make them seem closer. Due to their high visibility I advise limiting their use among subdued colors. For example, red is optimistic, vital color of activity, heat, movement, struggle, of passionate life.

Cold bright colors: lavender, silver, azure add subtlety, full of aesthetics and freshness, accents. Such cold but bright tones enhance a sensation of modernity and professionalism if harmoniously combined with gray. It's a nice composition for businesses, commerce, and service websites especially with health, cosmetic and medicine products. Blue is a basic colour. Its opposite is yellow, a mixture of both is green, which combines features of both: in nature it is widespread in the azure sky, which is reflected in the water.

Cold dark colors: violet, blue, turquoise, green, navy give a feeling of stability and quality. These shades are often placed as accompanying colors. Although they don't attract attention they emphasize the content.

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