

Role of Psychology in Colour Selection: A Way of Study

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Abstract : *'Beauty lies in beholders eye', further be stated as 'Beauty, functionality, emotions attached can lie in users perception about any given object' This is general observation statement and may be taken as hypothecation in further research as far as end users physical and psychological contribution is concerned, Since colour is an important element of design and many designers get confused while selecting appropriate colour contribution to their design, this study about colour psychology will be useful for budding designers and students as a guideline to set rule of thumbs and increase decision making ability about colour attribute of their design*

Keywords : Beauty, Colour, Functionality, psychology, selection, study,

Introduction:

Studio Experiment about colour and its selection process with respect and reference to Psychology was held in interior design studio with help of students and designed academic assignments rendered by them. Assignments were about understanding elements of psychology like emotions, behavioural pattern, response to situation and colours attached to various elements of psychology.

i). Aim- The 'Hypothecation was about selection of colours especially in varied Interior spaces with respect to end users psychology'. The aim of the project was to achieve results about hypothecation and to check contribution of psychology in colour selection process and vice versa consideration of colours in psychology at users end.

ii) Objective- Setting objectives is often big task while dealing with variables on both sides of the equation, so the objective was to set and study quantitative parameters and qualitative indicators to prepare data base of references as psychology as an approach to colour selection, and how much it's implementable in market .

iii) Background- Colours are often used to pamper eye sights as far as designer work is concern with some technical exceptions, whereas end user intervention plays important role while selecting the same.

These interventions are dependent up on background, personality, and psychological perceptions at individual levels. Chances of having spaces for individual or personal are very less in quantity.

Whereas human being as a social animal most of the time choose to live in society at micro, macro ,and mega levels as in family, social circle around and as a part of global society respectively. While thinking about all these levels of human social approach, these circles always come with cumulative effect of psychology, which is called as behavioural psychology in general terms.

Now if statement is made as 'colour play role in to deal with psychology, it has to be justified at all above levels including individuals perception and combinations thereof.

iv) Scope-.Subject is vast and sky is the limit literally as even sky plays with its own colour pallet and changes at every given moment naturally.

Hence scope is restricted up to interior spaces and sample study within daily social reach.

v) Limitations-Since the study was conducted in internal work environment and in academic way imaginations about spaces were unavoidable.

Academic age of study assistants was one of the limitations.

Study was made as a part of academic exercise so time restrictions was there.

vi) Approach- Study was done in academic way and was related to academic course of one of the elective courses.

Academic approach of studying colour theory and elements of psychology was helpful in concentrated studies in studios with discussion sessions.

vii) Challenges-Preparing Combinations aforesaid is a tedious job and involves various stakeholders like owner, Designer, end user, observer, passerby, critics etc.

End result accuracy will be always questioned as its about individuals perception and psychology.

There are chances of analyser himself/herself get involved are more as colour is an 'element' of design and have tremendous attraction ability that no human being can perceive end results in aloof manner.

Material and Methodology

i) Materials-Study was done with reference to Syllabus of bachelor of interior program by Amity University Mumbai. It has elective course as 'Colour and Psychology' and its module

contents as introduction, colour theory, Elements of Psychology, Application of psychology in interior colour selection process etc.

However basic design and behavioural psychology were allied subjects under consideration of references. These are subjects which every designer need to deal with and respective studies are integral part of it.

ii) Methodology-

Title of study as described need to be analysed and understood first with its dictionary general and social interpretations so the title 'role of psychology in colour selection, a way of study' can be analyzed in following way

Table 1: analysis of title

word	Dictionary	General	Social
Role	he position or purpose that someone or something has in a situation, organization, society, or relationship	Contribution	Contribution
Psychology	study of the psyche	Study of mind	---
Colour	sensations on the eye as a result of the way the object reflects or emits light	Colour	Colour
selection	the action or fact of carefully choosing someone or something as being the best or most suitable:	Choosing among	Choosing among

With reference to above analysis general and social interpretations seem like based on common considerations and not so deeply meant,

however in practice every day everybody deals with deep and more scientific meanings of all above words.

Here it's a necessity to find out deeper meanings of each of above word to understand the subject under consideration.

Set of academic assignments as given below was rendered so as to find out interpretations and their co relations internal and external as well.

Colour Theory a general study as colour as element of Design.

In these assignments assistants (students) were told to render colour theory as per their own understanding. And present it in a creative way.

In this students were told to find out colour and object and vice versa relationships as a perception and present it with help of explanatory sketches.

This assignment dealt with one of the elements of psychology human expressions as a sample and to restrict work within timeframe and academic scope as well.

A survey conducted in next assignment to check individual and public opinion about selection of colours with respect to expressions given.

Students further were told to relate spaces with sketches without colours to respective expressions and emotions dealt previously in a survey.

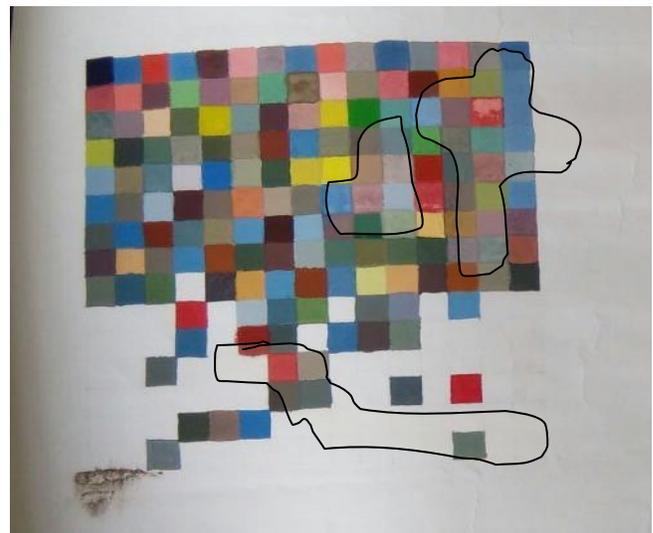
Final step was rendering those sketches on tracing copies with individual perception, as per survey and then as per shade card available in market for that desired/resultant colour scheme.

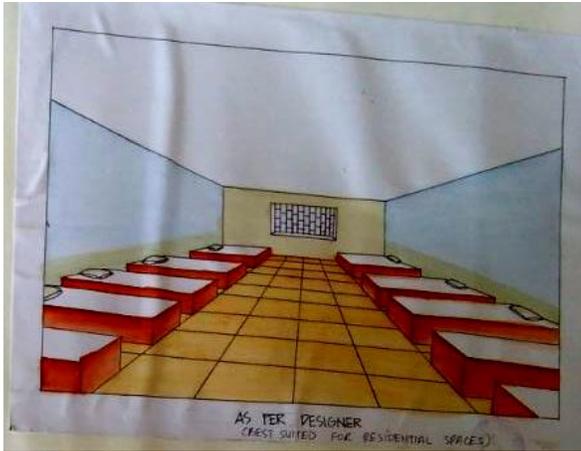
The study material and methodology of academic approach thus leads to path finding ways in the subject matter as discussed below in Results

Results

Assignment no. 1

Colour theory was well explained by students in a creative way in which random colour squares used to formulate objects by mental perceptions about set of colours and combinations thereof.

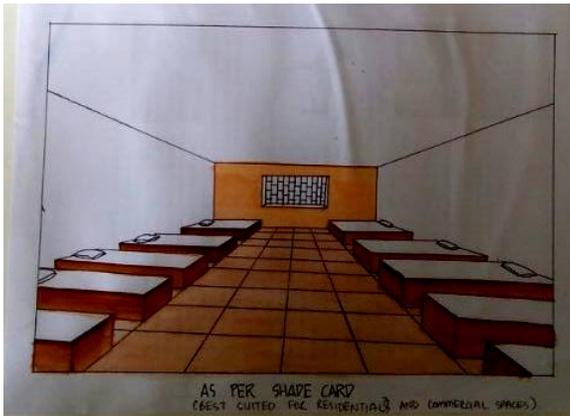




Spaces & Color Relation

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