

Psychological effects of color and its application to expression of an image.

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Summary

Today, an image means natural color, but the image was monochrome in early 20th century. In the case of monochrome image, expression of objects and expression of feelings are restricted compared with those in the case of coloring images. The quantity of information which color brings to image expression is large.

It is reported by many researches that color has various psychological effects. In our life, psychological effects of color are overflowing in many things. For example, psychological effects are used in the color of a road signs, the design of a magazines and the color of the rooms. In those case is colors of signs and magazines are conspicuous to attract attentions, or rooms are in such colors as making inhabitants feel relief.

Few studies found whether the psychological effects of color could be used effectively also in an image. Therefore, we study the psychological effects of color to be used in an image by 2 experiments. 1st experiments is to test the psychological effects of colors blue and red. 2nd experiments is to grope for better image expressions. In experiment 1, the original image is compared with images processed in blue or red, and change of feelings are investigated. In experiment 2, three processed images are made from the image in experiment 1, based on the image processed in blue.

The result of experiment 1 is as follows. Compared with the original image, images with the blue filter and with the red filter are both effective. This showed that the psychological effects of color could be used the image of an animation also.

The result of experiment 2 is as follows. Among three tests, the image to which the psychological effects worked most strongly turned into an image which covered the blue filter over the person with monochromatic background. The image which covered the filter only over the person with naturally colored background was also effective a little. The image with the filter only over the background was not effective.