

Psychology of the color

The reaction to the color is a subjective thing fruit of personal experiences. They exist nevertheless some physiological rules, universal, and of reaction.

Yellow is considered a vivacious color ... this because the retina of our eye is particularly sensitive to the wavelength sent by such color.

When - besides - we combine two colors it is this combination that offers us different feelings ... because our eye has to adapt itself to react to the different lengths of wave of the color.

Colors with a distant chromatic scale among them, can transmit us, therefore, a feeling of dynamism, while colors with next lengths of wave appear us restful.



Calm



Dynamics

fig. 1: a butterfly placed on a bouquet of flowers. Only yellow color communicates us calm, while a red rose give us a dynamism concept

Other feelings common to all the people are that of heat, (red and orange tree) of cold (blues and celestial ones) tenderness (pink ones and greens pastel), or they recall general concepts to es. earth (brown ones), sea (full dark blue).

You try to understand the feelings that colors inspire you, associate their to the feelings, people's reaction to the color will allow you to create some exciting images.

These considerations are also usefull for macro photographia; choosing the correct subject or the correct combination of colors you can communicate emotion subtended to your pictures.

A simple butterfly that sucks flower nectar is able to communicate so many concepts: to express nature beauty, but also its brittleness, and to gather a subject, for instance, on a flower rather than



on another one, will allow "to read" your photo in a different way.

Playing on colors combination we are able, therefore, to change pictures characteristics; as we have said... pictures with colors that have wavelength near, give us a sense of calm, peace, but it is sufficiente a only touch of color to change, aspect, to feel a different emotion,

Try to look at the photo above , and compare it with that following, your attention.I believe it will have been captured by boat on the picture above, in the second one a " color spot ", represented by a red line it will make it result different; that was a feeling of rest and peace it is become a feeling of dynamism, the boat is become aggressive.



You can observe that peace of the fishermen suburb it becomes animated only if it is present a chromatically animated subject, besides message poles have insert a boat in one "scene" in a kind of scenography.



A different argument is related to colors complementarity .

Without getting into scientific details, we know that fundamental colors are three (red - blue - yellow) and combinations among them gives us other colors.

A green color (yellow+blue), violet one (red+blue), orange (yellow+red), that are called also composed colors. When are present such colors or their different

gradations, image composition will result more pleasant if we combine composed color with the fundamental one.

So that will combine green to red, violet to yellow, blue to orange.

Using these brief concepts on "color", you can try, to compose your macrophotographies: very often a valid joining of colors will help you to transmit your feelings that are a real soul of a picture.