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THE PSYCHOLOGICAL EFFECTS OF COLORS

Temirov Murodjon Anvarovich*; Abdujalilov Abduvohid Abdujamilovich**

*Teacher,

Department of “Art and engineering graphics”, ASU,
 UZBEKISTAN

Email id: temirov_ murodjon777@mail.ru

**Teacher,

Department of “Art and engineering graphics”, ASU,
 UZBEKISTAN

ABSTRACT

It was noted that the importance of color in human life, one of the most important tasks is to get acquainted with its complex physiological and psychological effects. The study of the history of color science and the scientists who contributed to its development. The study of the theory of the nature of selected colors and their psyche.

KEYWORDS: *Psychology, Artist, Color Science, Color, Landscape, Psychology, Color Spectrum.*

INTRODUCTION

The science of color has long been of interest to mankind. (Man has always seen in his life that his environment is made up of colorful objects, landscapes, shapes, clothes, and so on. He receives spiritual nourishment from them. He uses something in a color that suits him. He is happy with the colors that suit his soul, his soul is refreshed and happy. That is why we pay attention to color, look at it carefully, choose it. That is why the science of color studies.

This science helps us to perceive with our eyes the types of colors, the harmony, contrast and color of the link. It also takes into account the basic colors and the additional ones, that is, the colors that are created with their help, and the ability to identify them in practice. It also helps people with color professions. In particular, the artists skillfully used these features of his. By polishing the works with different colors, they have managed to create images that affect people's moods in different ways. That is why it is so important to be able to use color in so many types and genres of fine art.

There are so many colors that nature has given us. Everyone wants to wear a dress in a color they like, with shoes, a bag, and even a hairstyle. For some, it is important to suit the taste of everything from the color of the room to the color of the furniture.¹

As you know, colors surround us all our lives. There is no such thing as a colorless thing. Color plays a big role in people's lives, even having physiological and psychological effects on people. With the help of colors, people can perceive things, events, get to know, learn.

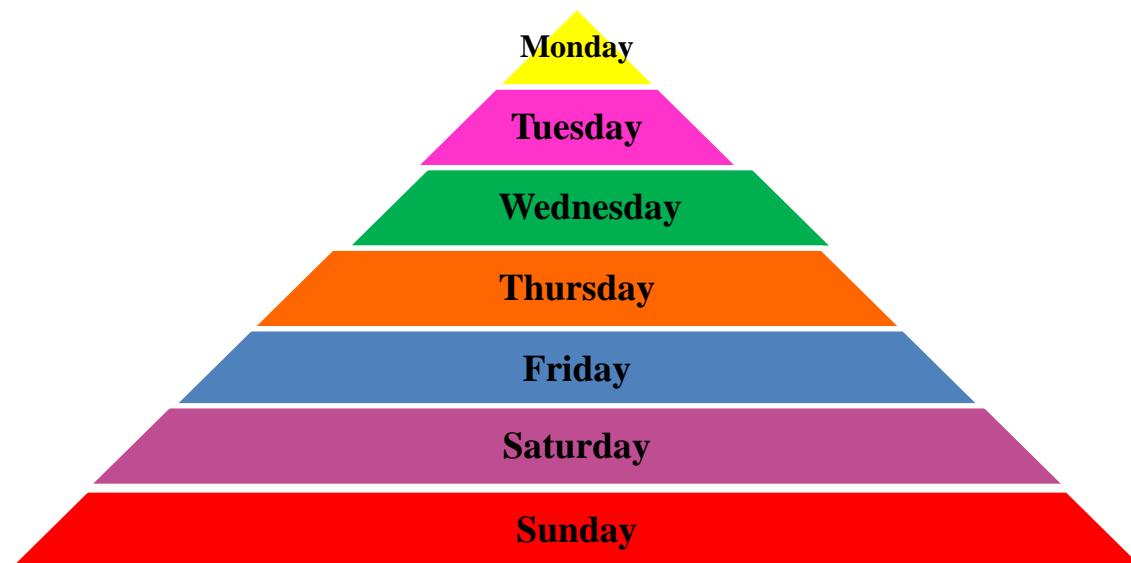


For example, by looking at the color of people, we can get an idea of what country they are from, their health, lifestyle, and other characteristics. The color of people's clothes gives them an idea of their age, gender, education, character, and so on.

With the help of colors, people can make their lives and work easier, and even improve their health to some extent. Understanding the importance of colors in human life, a number of scientists have conducted special research. To this end, the world's only color institute has been established in Tokyo to study the use of colors in various fields and their effectiveness.

Color is a miracle of nature. Not only does it give information about the object, but it also has the power to evoke thoughts and fantasies that affect a person emotionally. For example, yellow is a symbol of the sun, blue is a symbol of water and latitude, and green is a symbol of grass and

forests. Red is a symbol of fire and blood. It is said that red "lights up" and "shines". In some parts of India and China, each day of the week is associated with a certain color.



The physiological effects of colors on the human body have been studied by a number of scientists. Among them are the views of the famous German scientist and poet, colorist Goethe, Russian psychologist V. Bekhterov. In his famous work, *The Theory of Colors*, Goethe wrote, "Yellow delights the eye, widens the heart, refreshes the soul, and we immediately feel warm".

According to him, while blue evokes cold feelings, red evokes feelings of intimidation, while green evokes feelings of kindness and serenity. Goethe believes that green has the ability to calm the eyes and mind.

Jacques Veno, a French technical aesthetics expert on the effects of color on people, is noteworthy. He wrote that color is capable of anything, that it can create light, serenity and excitement, and that it can even shake people and lead to disaster.

Some psychotherapists and neurologists use color to treat patients in this area. At the same time, they achieve positive results by painting the patient's room with different shades of soothing green and blue, and using green light and various light-emitting lamps to influence the patients.



Colors have a great emotional impact on people. Let's take a simple example: streetlights. Passengers must look at the traffic lights at intersections. A red light means it's dangerous to walk, a yellow light means you're ready to cross, and a green light means you're ready to cross. You see, these colors have a quick and big effect on the human psyche and teach you to always follow it.

There are weddings in life: birthdays, crib weddings, weddings and more. These are all events that show goodness, joy, happiness and excitement. If we look at the work of our artists who have worked on such themes, we can see that the overall color structure of the image uses bright, vibrant colors, light blue, light yellow, orange, orange, light red, pink and so on. we see similar colors.



Ural Tansiqbaev's «Jonajono'lka», «Qayroqqumsuvombori», «Meningqo'shig'im» we know his works like. «Meningqo'shig'im» the landscape is designed in such a way that at first glance it is fascinating, it makes you want to go to such places and relax. In front of the landscape we see a bright yellow mountain flower, in the background we see a mountain landscape and a village. The blue landscape makes the audience feel as if they are embracing.



In foreign countries, experts who know the impact of color on people's psyche try to paint restaurants, shopping malls, and their products with eye-catching colors in order to improve sales. In some industries, workplaces have been painted with warm colors to increase productivity so that workers do not get tired.

Some people, especially women, who understand the benefits of color, wear warm clothes such as red, yellow, and orange to attract the attention of others. This type of dress is also common for some female teachers, who aim to draw more attention to themselves in the classroom.



It is also important to keep in mind that colors can be harmful to the human body and can lead to various diseases if not used properly.

Often, when choosing a color for painting the walls of our house, we do not consult with the color of the fabric for the curtains, because we consider ourselves knowledgeable in this area. There seems to be no general recommendation in this area. But there are recommendations that are the result of studying the effects of color on the human body.

The living and working conditions of the people should be the same. One of the most important constituents of this condition is color. That's why Professor Rabkin's lab has identified the most suitable colors for painting living and working areas. These are light yellow, light blue, cyan, blue and orange.

But these colors should also be used knowingly. For example, if the floor, walls, doors, and window frames are painted the same color, you can imagine what an ugly landscape would look like. Having the same color is also harmful. That's why scientists recommend having eye-catching details.

For example, in every factory, the artist recommends hanging a blue poster on the yellow wall. This turned out to be both aesthetically and physiologically beneficial.

The draft standards developed by scientists recommend painting walls, floors and ceilings in optimal colors, and small items in eye-catching colors..

There is another way to paint school classrooms. This is because children “feel” color differently than adults. Plus, kids of all ages love different colors.

Another example. The protagonist of the film "Conflict of love at work", the director of a large organization, treats his employees rudely, and his clothes are made of extremely rough, dark brown fabric. , does not fit. She doesn't look good, she looks old even though she is young, so the staff called her "old woman"..

Eventually this woman realizes her shortcomings and, in consultation with her secretary, changes her clothes, wears a bright, brightly colored dress, when she comes to work in the middle, her

attitude towards her changes, people smile and go to work. The relationship will change for the better. This is due, firstly, to the attitude of the woman to the staff, and secondly, to the fact that the colors of the clothes are bright and appropriate for her age.

Colors are one of the expressive means of knowing existence. Fine art creates an artistic image. It uses the powerful power of colors. Color can be used to express the size, material, and inner experiences of people, the vastness of space, the splendor of mountains and rocks, the flora, and the rich history of mankind. Painting is such an art that the artist's paintings make us as excited as in real life. The artist uses paints and lines to depict facial expressions and movements, shadows and light. That's why a good work, if it is performed in bright, clear colors, evokes a feeling of joy. This means that the main means of painting in the art of painting is color, and the image is created using different colors and several shades of the same color (light, dark, etc.).

Modern painting is reflected in the work of specific goals: medical institutions, manufacturing companies, artists and architects. In general, the participation of color in all spheres of human life implies a scientifically based, purposeful, effective use. Because color primarily affects the human psyche. Helps to increase productivity, speed up the healing process, relax, manage mood and more. So color is one of the most important factors in managing human activity.

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