

## Expressive values for color

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### Summary

“Color in the Arabic language means the visual sensation resulting from the difference in the wavelengths of light waves in the visible rays, and the perception of the eyes differs in these colors that start from red (the longest wavelengths of the visible light rays) ending with the color purple (the shortest wavelengths of light rays)” (1) Abdel Fattah Riyadh - Training in Plastic Arts - Dar Al-Nahda Al-Arabiya - Cairo - 1974- p. 315. It is the physiological effect resulting from the retina of the eye, whether it results from colored pigment or colored light, and it is a feeling that does not exist outside the nervous system of living organisms "(2) Shawky Ismail - Art and Design - Dar Al- Fajr for Publishing and Distribution - Cairo - 1995, p. 184.

Color is considered one of the means of expression, sense and perception, and it is helpful in estimating distances, things and their sizes. Man has known color since he started building his/her awareness, because color is everywhere, in the blue of the sky and in flowers, hence, man's sense of color developed. So, there is no meaning of life without color.

Psychologists believe that colors affect a person directly, and this effect is at a level that may fall below the level of logical thinking or what is called the pre-feeling, and colors have an effect on the psychological state and mood. The matter may become greater than that to affect the human body too.

There is a correlation between the colors and the subconscious of the receiver and also the mood formation of each person, and these associative values of the unconscious and the personal mood have a strong influence on the response of a particular individual to a work of art and not to the others.

There are two facts about our use of color in artwork:

First: the recording instrument (the human eye) and the related nervous system that differs from one person to another.

Second: The color has certain visual properties that can be used to express the space and thus can give the feeling and perception to three-dimensional shapes. There are also colors that have the characteristics of protruding on the surface of the painting, such as red, unlike blue, which appears recessed, and the contiguous color relationships affect many visual perceptions due to their proximity inside the artwork.

The research deals with the expressive values of color in photography in general and in the work of the researcher in mural photography in particular, through the relationship of color to internal and psychological expression and its projection on the elements of composition, and how it relates to rhythm and movement, and the different effects it creates between form and the background, and the suggestion of the inner movement that expresses Expressive Energy that goes beyond the limits of realistic form to reach the essence.

The researcher presented her experience through ten artworks, including nine artworks of 100 cm / 80 cm size and an artwork of 80 cm / 60 cm with mosaic material on a wooden surface.

**Research problem:**

The research problem is summarized in the study of the expressive values of color and formative language in the researcher's works, especially her applied experience in wall photography with an analysis of some of her artistic works.

**Research importance:**

- 1- It sheds light on the importance of color in the artwork and its effect on the recipient's psychological and physiological states.
- 2- It clarifies the researcher's receiving of the expressive energy inspiration, inherent in colors, to express herself and her dreams, and to reach artistic works that express this inspiration.

**Research aims:**

- 1- It discovers the importance of expressive connotations of color in photography.
- 2- It is a departing from the traditional form of using color.

**Research Methodology:**

The research follows the descriptive and analytical approach.

**The theoretical framework of the research:**

- 1- The development of the importance of the expressive energy of color in photography and how it contributes to the expression of the artist's self.
- 2- Analyzing the researcher's work to achieve at the importance of using color expressively.

**Key words:** color - expressive values - wall photography.

**Research results:**

The research found the following:

- 1- Color plays an important role in expressing the art itself and its internal vision of life.
- 2- Color is closely related to the elements of the artwork and its expression, such as movement, rhythm, balance...
- 3- The concept of color varies from one environment to another, according to culture, climate, and religious heritage.
- 4- The expressive values of color have an important role in the researcher's applied experiment.

**Recommendations:**

The research came out with several recommendations including:

- 1- The importance of having specialized studies to clarify the expressive use of color in the artwork.
- 2- Emphasizing in teaching art the importance of how creativity lies in self-expression and not the photographic transfer of reality.
- 3- The artist must search within him to reach an honest expression of his feelings and artistic personality.
- 4- The use of expressive connotations inherent in color in our daily life, whether inside homes or the colors of buildings and squares.