

## **Color's psychological impact and expressive connotations in human civilizations (a practical experience in artistic design)**

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### **Research summary**

Color occupies an important space in life, it is considered one of the basic elements that help us distinguish between similarities in nature, distances, and shapes. Color is attributed to a basic building block in fine art and its importance in the embodiment of shapes. Neither color nor shape, appear in the dark, they are determined by the reflection of light. The color of an object is the color from which light waves are not absorbed and reflected by the human eye. Therefore, light has a great importance for the artist, as it is a tool to show his/her thoughts and feelings, it translates light into color, and color is the primary tool in expressing humane and artistic feelings. Color can give off a sense of warmth, and movement that affect our feelings. Color and calligraphy play an important role in expressing artistic ideas and humane feelings as well, many artists express their feelings and emotions through color.

Color is one of the most important elements of design, it has a big role in affecting the receivers. Many modern school artists were interested in color; kept it as the first concern in their designs, as examples of them are the artists of impressionism school like Van Gogh, Monet, Gauguin, and Pissarro. AS color plays an important role in different civilizations like Egyptian civilization and Islamic civilizations which occupied art museums and historical buildings with their unique arts contain exhilarating colors expressing the artists' ideas and visions where colors can be represented as people, rivers, and trees expressing a complete life through color and lines to form lusty live images.

### Research issue:

Our life became less colored on the contrary previous civilizations put color in high stature, consequently color became an important part of the design, but currently color is neglected. Streets, squares, and buildings have no color spirits like before that affect the people life, as color is an important element in the composition, it's a proof of spiritual values in nature so that we are in an urgent need to have art studies expressing the color role and help in enriching the society with art samples showing the role of color in design through consecutive civilizations and the impact of developing modern art design.

### Research targets:

Our society has lots of civilizations; pharaonic, Coptic, and Islamic, we have to stick to our identity, maintain it, and show the aesthetics of color in each civilization.

Showing recent different examples of artworks took their features and thoughts from our arts and heritage to be spread all over the world.

### Research methodology

To focus on studying color psychology and its role in affecting recipients, its role in the modern art design field, and showing examples of artwork to emphasize the importance of color and its vital role by striving to verify the identity.

Human civilizations:

Civilization means “what distinguished previous nations, their traditions, mores, religious values ,and how human interaction with the environment, what he could produce and create”, human civilizations arose since antiquity, Neolithic and Paleolithic ages.

Colors have a specific great importance, human gave it an expressive vital role, we can observe cave artists expressing nature and their fears and their feelings on cave walls through saturated and strong color they got from stones.

#### Pharos civilization in ancient Egypt

And one of the greatest civilizations and its remains such as temples, pyramids, wall paintings , sculptures everlasting as a witness for the ancient Egyptian civilization, no one used colors as the ancient Egyptians did, each color has its meaning, color was involved in their life and religion.

#### The Romanian civilization

Romanian civilization cohered with the Greek culture to support the existence of a powerful empire for five centuries, its capital was Alexandria which was the symbol of the Bibliotheca culture.

#### Islamic civilization:

Islamic art is considered an important source of color richness; the Muslim artist was creative, he mixed religious spirits with nature spirits which produced elegant innovations that touch the soul giving serenity and tranquility.

Islamic art term is the definition of art produced by Muslim artists since the departure of Prophet Mohamed –peace be upon him- until the 19<sup>th</sup> century, this age was distinguished with unique features inspired by the Islamic religion, these features like Arabian calligraphy and decoration instead of portraying, generally, this is the art which Muslim artist was inspired by his religion. There are three obvious color characteristics, Hue, Value ,and Saturation. Colors and lines have expressed indication which artists were interested in, this appears in many artworks and statues, these civilizations were similar in their expressive spirit even though they were far in distance from each other.

#### What are colors?

Colors are divided into primary colors and secondary colors; colors are not existing separately in nature they exist mixed with other colors.

Warm colors

Cold colors

Each color has a physiological effect that leads to human emotions like the control of red color and the calm of green and blue colors.

Color psychology is a category of general psychology that studies the color effects on people and their behavior and how color controls people? Color affects the psychological and mental status of people, each person feels colors differently, each person has a specific vision-related to his/her life.

### **Some artistic experiences of the researcher, which deals with the importance of color in the artwork**

In the context of searching for the importance of color, the researcher tries to roam the gardens of color and pick from its different fruits that radiate joy and vitality, as the importance of color is derived from our Arab heritage, feelings and culture, as color plays a major role for the artist to highlight his feelings and what is in his chest, and also highlights his thoughts about life. Color is the main tool of expressing the artwork because it has a major role in conveying everything the artist feels and it is one of the fastest means of expression to reach the recipient, so the researcher believes that color is the supreme word in the artistic design and that it plays the main role in the artwork.

The researcher also displays some artistic paintings of architectural beautification, derived from the style of previous civilizations, which pleases the eye and increases the link between the recipient and the aesthetics of previous civilizations. The role of color in creating a comfortable environment for the recipient is highlighted here. The treatment of internal and external architectural openings and voids is one of the main roles of the designer.

### **Results**

- 1- Colors occupied a wide space in different cultures they had a major role in expressing human feelings.
- 2- Color is one of the most important elements that emphasized aesthetics of arts generally.
- 3- Colors were mentioned many times in THE HOLLY QURAN because they are acting as a common global language among people and they are in touch with religion and national civilizations.
- 4- Human civilizations meet in expressing ways and color feelings even though they were far geographically.
- 5- Color is always associated with emotions and feelings, it is also associated with Psychology and traditions.
- 6- Color plays an important role in education, industry, politics ,and other fields if we put it in its proper position.

### **Recommendations**

- 1-Color should be linked to creativity and innovation in design concepts, paying attention and studying the color thoughts and their effect on humans is crucial.
- 2- Researchers are not interested in color so that students should make separate studies depending on studying color and its development through different types.
- 3- Spreading color awareness and maintaining Arabic design identity through lectures and meetings with specialists to support affiliation by studying the previous artwork.
- 4- Spreading color awareness related to color psychology's effect on humans through studies that care about the psychological status of recipients.
- 5- Subjects should be including extensive studies about color and its effect on people of different ages; color has a pivotal role in affecting children in schools, laborers in factories, doctors in hospitals ,and students in universities.

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