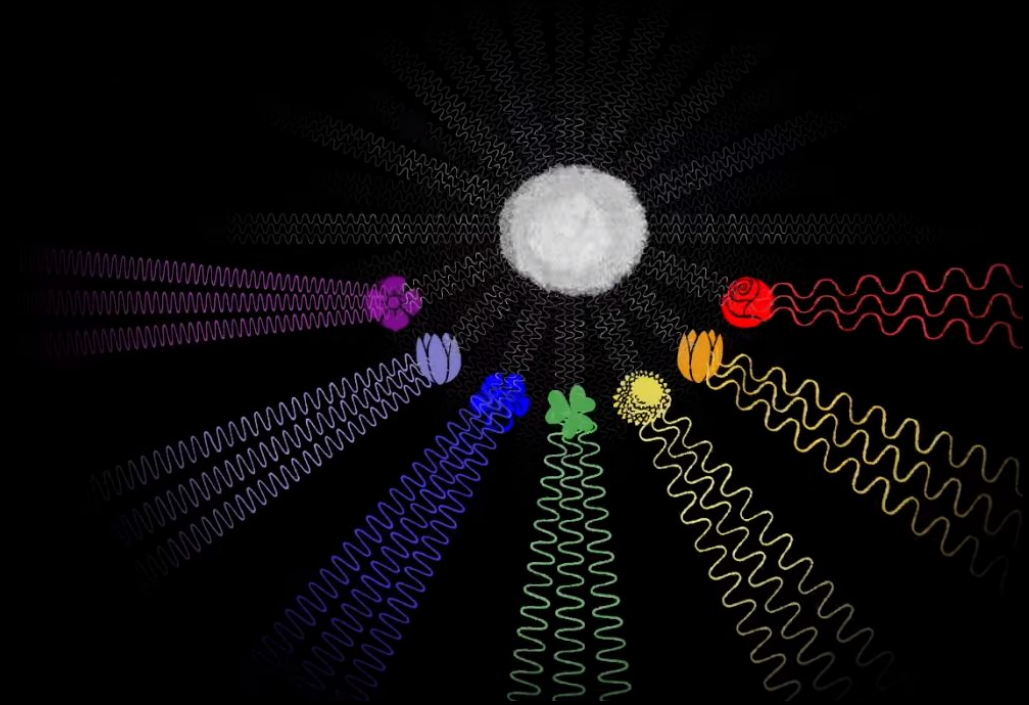


THE PERCEPTION OF COLOR



Presentation plan

- Color properties
- Visual analyzer
- Color meaning
- Conclusion



Color properties

- Color – physical property of light itself



Hue



Saturation



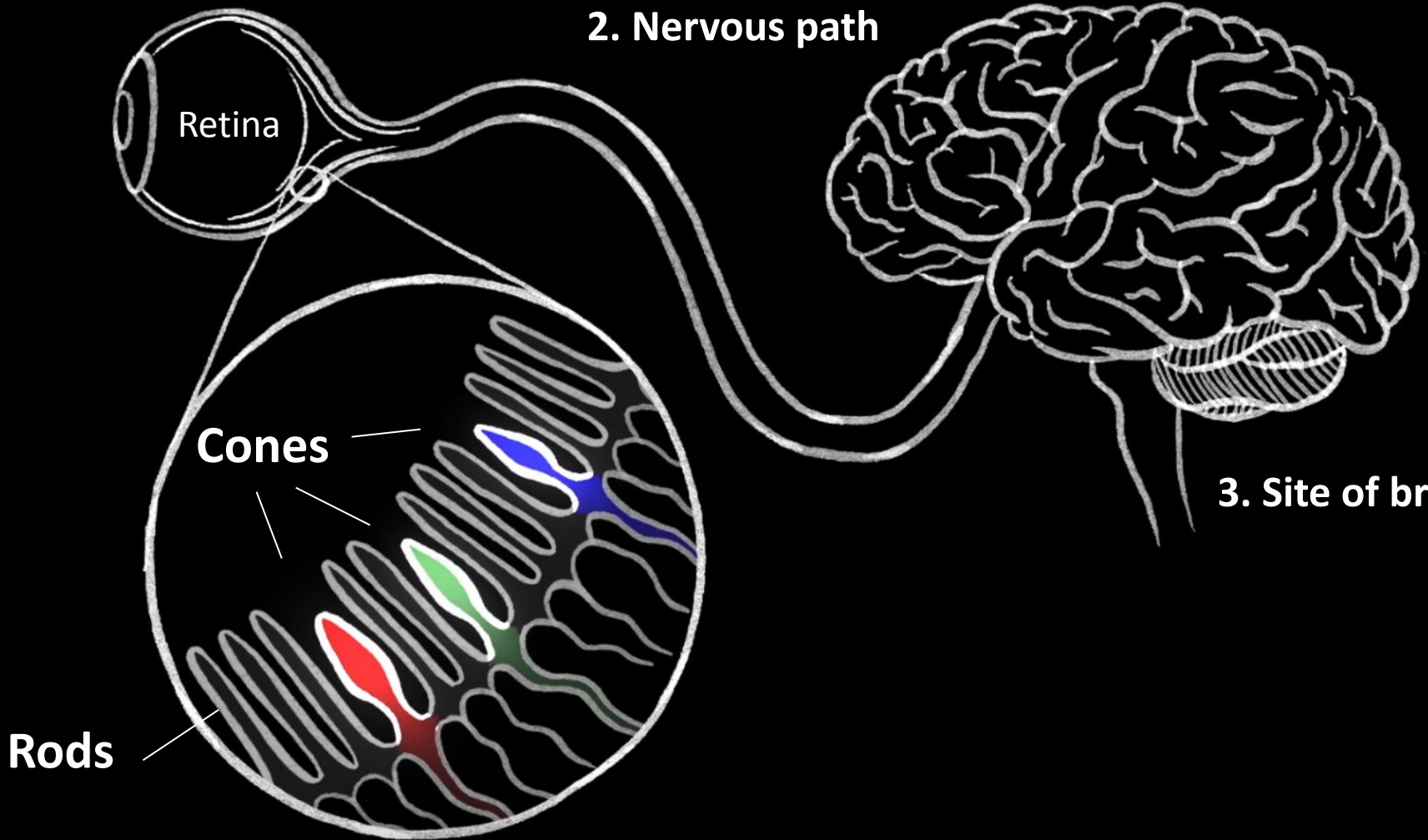
Lightness

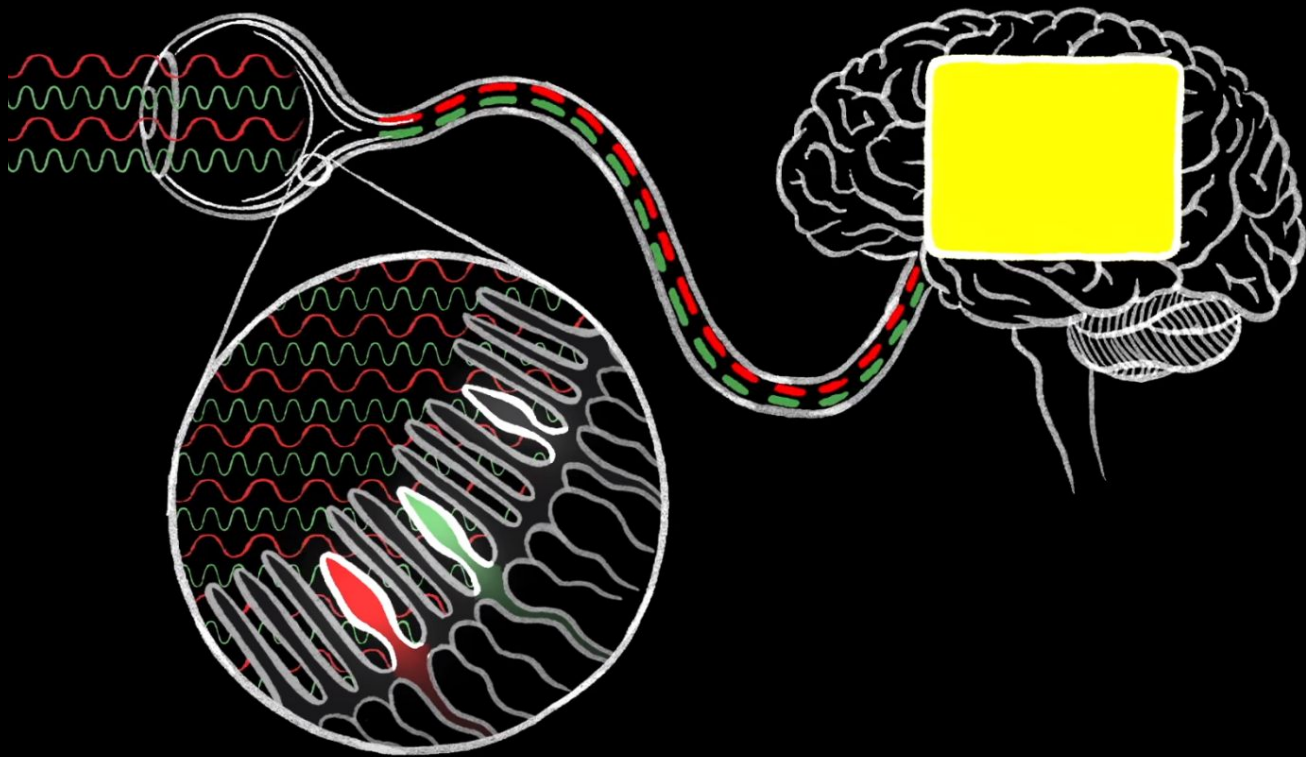
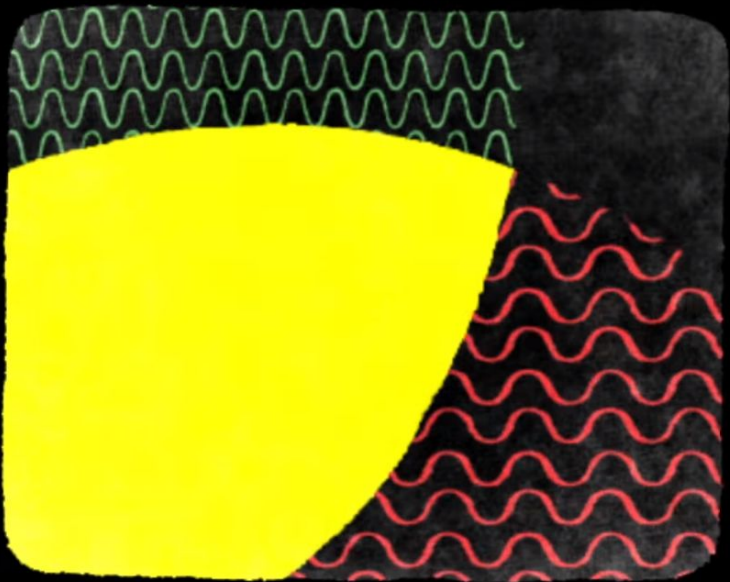
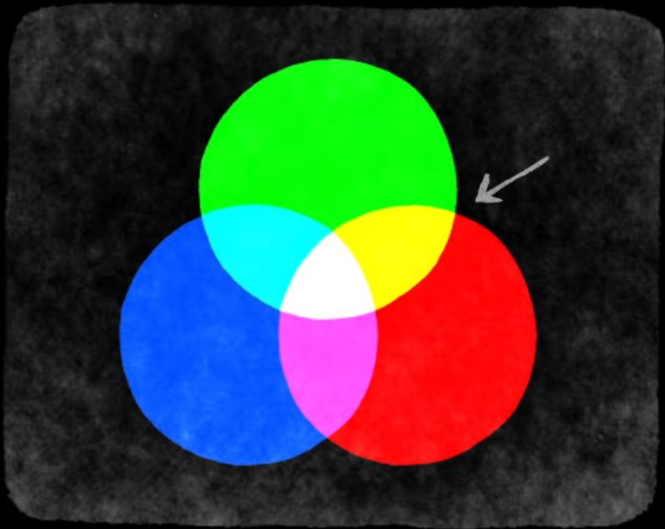
Visual analyzer

1. Organ of sight

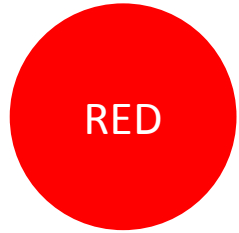
2. Nervous path

3. Site of brain

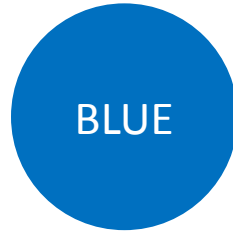




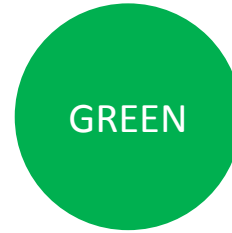
Color meaning



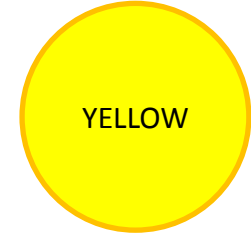
Exciting, active,
energy



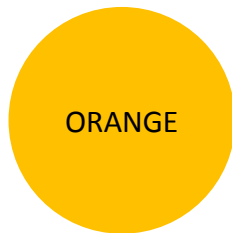
Relaxing,
reliability



Relaxing, curing



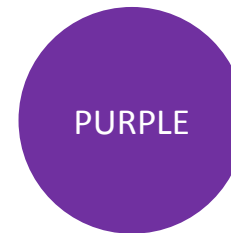
Tonic,
invigorating



Tonic,
anti-aging



Relaxing,
cooling



depressing