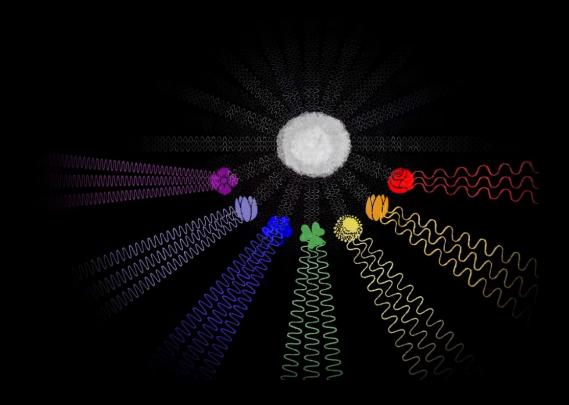
THE PERCEPTION OF COLOR





Presentation plan

- Color properties
- Visual analyzer
- Color meaning
- Conclusion



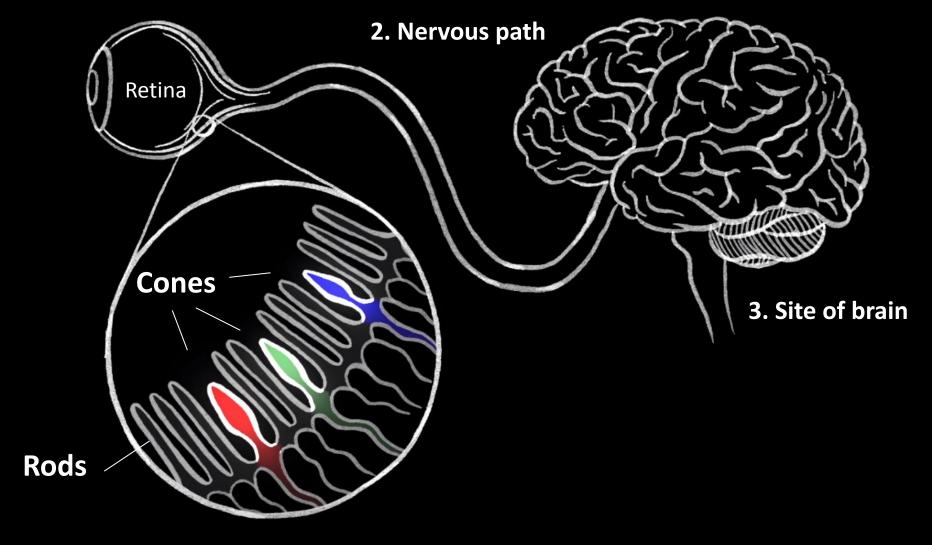
Color properties

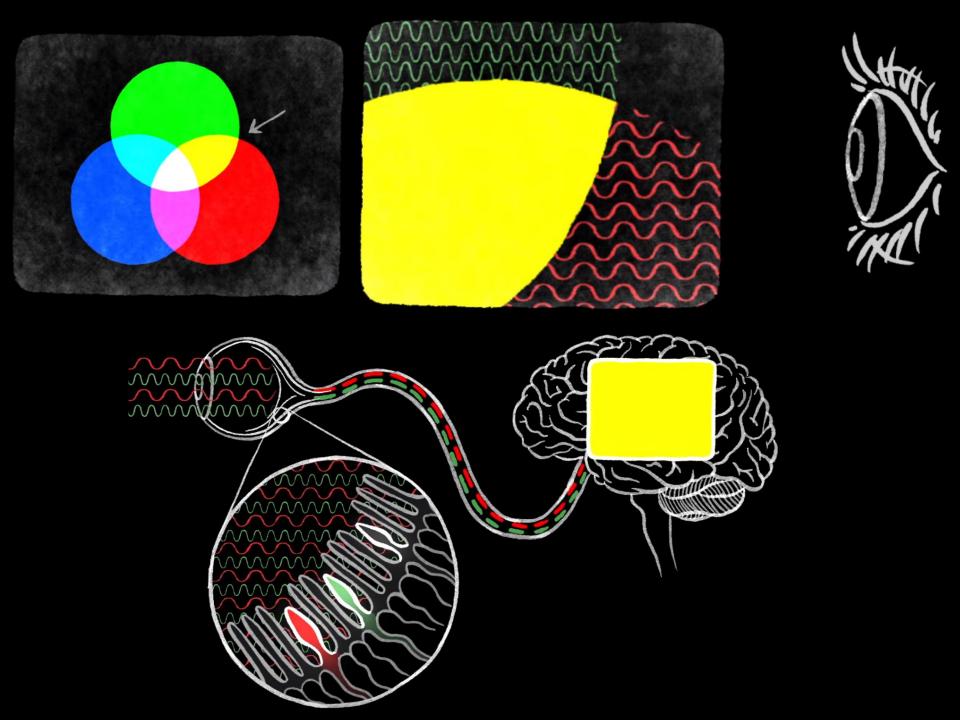
Color – physical property of light itself



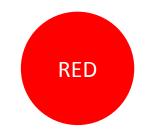
Visual analyzer

1. Organ of sight





Color meaning



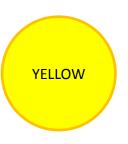
Exciting, active, energy



Relaxing, reliability



Relaxing, curing



Tonic, invigorating



Tonic, anti-aging



Relaxing, cooling



depressing