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# Impact of Colours on Learning and Education

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Colour is a powerful and important communication tool and it is tied to religious, culture, political and social influences. By stopping to consider what it colored represents and is linked to in the real world. We can make informed design decision that ensures we appeal to our Target audience without this consideration we run the risk of offending the very people we are designing for. Few points are written below-

1. It affects your mood- Most of us have favorite colours or prefer some colours over others. This is because it can affect our mood so we surround ourselves in the colours that have a positive impact on our mood. Red can be sure energy, yellow often make people feel happy and blue is proven to bring down blood pressure and slow your heart rate which is why it is often associated with been relaxing. If you combine the happiness of yellow and the relaxing field to Blue you get green a very pleasing colour for many peoples. Mental health units are known to use pistol tones on their walls so that patient feels calm, happy and relaxed. Walls that are been with a pink tint combined with mint green floors are a popular combination as it is set to create a soothing, harmonious and calm area. At the other end of the spectrum literary schools tend to user bright colours that appeal to child. When choosing colour for your next design it is important to consider how they will combine and sit with the other elements on the page and what impact that will have on the mood of your audience.

2. Colours communicate invisibly- Wassil Kandinsky was one of the first pioneers of colour theory. A renowned Russian painter and art theorist. He is often considered the founder of abstract art. Kandinsky believe the following colour communicate the following qualities-

- Yellow - warm, exciting, happy
- Blue – deep, peaceful, supernatural
- Green – peace, stillness, nature
- White – harmony, silence, cleanliness
- Black – grief, dark, unknown
- Red – glowing, confidence, alive
- Orange – radiant, healthy, serious

3. Colours have cultural significance- Different colours mean different things in different places. This is extremely important for artist or designer to know because without any awareness of the cultural significance of a particular colour you risk offending your entire target. Purple for example is a colour of morning in Thailand. In western culture however it is associated with royalty, luxury, wealth and sometimes magic. The brand colours for Thai Airways are purple. On first glance this seems like huge error on their part because as mentioned above purple is a colour of morning in Thailand. It is important like however that the Thai Airways website is not aimed at local but two tourist therefore if Western views the site and see purple it will associated Thai Airways with value such as luxury and comfort other examples are –

- In western culture black is a colour of morning.
- In Japan however it is a colour of honor, with white the colour of morning.
- Red in the best represent danger, love and passion.
- In India it is a colour of purity.
- In China it is a colour of good luck and in South Africa it is a colour of morning.
- Yellow represent carriage in Japan morning in Egypt and hope in West.

4. Colours can be inspired by our surroundings- we live in a colorful world. The best thing is about looking to the environment or palette is always changing from autumnal orange to cold winter blue. So where better to look than out of your window, take in the colours and then apply them to your work. Drawing inspiration from nature for your work also make you look at the world differently. Normally we whiz by from place to place but you notice the final details and undiscovered gems when you actually stop to take it in.

5. Colours have political associations- the association between political parties and colours is not a new connection but it is often taken for granted like labor – red, conservative- blue, liberal democrats- yellow, green party- green colour. The association between political parties and

colours is not a new connection but it is often taken from granted. In the UK for example the following pairings exist –

- Labor – red
- Conservative – blue
- Liberal Democrats – yellow
- The green party – green

If colour is representative of a political party then the value and behavior that the party is known for can be suggestive through the use of this colour –

- Red is often to socialism and communication
- White has links to pacifism and the surrender flag. Contrast to this black is a colour that is used in conjunction with anarchism.
- Working class maxims is associated with the colour brown as the SA were known as the brown shirts.

6. Religion can be linked to colours– as with politics colours are representative of certain religions. So as not to unintentionally offend and even through your artwork, design for example of these colour or religion associations are –

- Green is considered to be holy colour of Islam
- Judaism is represented by the colour yellow
- In Hinduism many gods have blue
- White is linked to peace according many religions

Again this may only be necessary information if you are artist, designers as site has specifically to religious but it also emphasizes that a thorough knowledge of your audience is a fundamental part of the design or art work process.

7. Age affects peoples colour preferences- colour expert Faber Birren carried out many studies into this area and in his book colour philosophy and colour therapy he states that for both genders blue and red maintain high process throughout life. He found that yellow is popular with children's but as because move into adulthood it shows less popularity. Birren found that with maturity comes a greater

linked for hues a shorter wavelength like blue green purple and for longer wavelength red orange and yellow.

Another factor that influence people's School preferences in throughout the life there will be social and cultural changes and this can directly impact on their favorite colours. Some knowledge of what colours Saturn is rangers perfect can be valuable for an artist or a designer. For example if you were design a website for a toy store or a children's TV channel then they profile bright colours and yellow is particular old help with your design decisions.

Colour is a complex subject with many strands and it has the power to supplementary convey values and stories. You have probably noticed that colours influence your mood but have you stopped any considered how you can use colour to enhance learning and influence mode in the classroom or other educational environment? The colour you choose to use in your classroom or center can actually have a major impact on children's mode and how children learn and observe information. For example using yellow in your classroom will encourage children to be creative and will also help you to maintain their attention. So there are some impacts on colour given below-

- Red - it creates alertness and excitement, encourage creativity, increase appetite or maybe disturbing to anxious individuals.
- Blue - create a sense of well being, sky blue is tranquilizing, it also can low temperature and in habits appetite.
- Yellow - it create a positive feeling, optimum colour for maintaining attention, encourages creativity.
- Orange – increase alertness.
- Green –creates calmness.
- Purple –create calmness.
- Brown - promotes a sense of security and relaxation and reduces fatigue.
- Off-white – it creates positive feeling and help to maintain attention.

