

Discussion on the feeling interchange in color psychology

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Abstract

Color can make people feel the shift through association, the color and smell, taste, hearing, vision and other kinds of feeling linked, so that a variety of sensory perception of the exchange. The according to the characteristics of the color respectively from the color balance, color visual auditory, color of taste, olfactory sensory interoperability discussed, the color of "feeling exchange" the characteristics, in order to the feature of color in art design in the rational use of.

Keywords: color psychology; synaesthesia; synesthesia

I . THE SIGNIFICANCE OF STUDYING THE SENSE OF COLOR

Color is the mankind's common language, the different cultures of different regions can exchange and communication by color language. At the same time, color can make people by association induced sensory transfer. The color and smell, taste, hearing, visual and other sensory linked to, let all sensory feeling exchange. Synaesthesia is originally a term multidisciplinary, English synaesthesia. Synesthesia, simple said, is typically features independent experience two or more senses automatically connected together. Some contact feel heard voice or reading read the text can feel the color. Or, is the use of association caused by the feeling of transfer, that is, the sense of smell, taste, hearing, vision and other feeling by association, so that a variety of sensory perception of the exchange.

In addition, the color balance is the nature of people, we have this feeling, the same colors, monotonous, appears repeatedly in front of us, we will make the visual fatigue and tired feeling, the research of Gestalt psychology tells us that the pursuit of a comprehensive psychological human nature in the eyes, if a long time note a color from the color around the color complementary color, visual disability. "The residual phase of

illusion its eyes are always complementary, to place a complementary, this is adjusted to seek to restore their balance through unconscious vision." Hay Babylon S spirit in physical experiment from biologists gets the same conclusion. So, people in the perception of color, if his view of the scene to express color is a violation of the balance, so ill will and fatigue resulting. Therefore aesthetic Study the color of the sense of exchange, a more profound understanding of color and understanding of color, in order to better apply the color in the design and daily life, change, facilitate and beautify our life.

II. COLOR VISUAL SENSE OF HEARING

Rudolf Arnheim in "art and visual perception of color visual impression" is described in this way: when it comes to look, the color is more than a chip, the afterglow of the sunset and the Mediterranean blue color to convey the expression, I am afraid it is no definite shape are unmatched. There is an organic connection between people's audio-visual senses. The color music of sound and light synchronization color system in the 1970s, the artist touched the keys, issued at the same time, music and sound. This sound and light art and emotional force and physiologists believe that a sensory organ of the excited can affect other organs of the feeling of the discourse is consistent. Has also been on the research on the number and color of the association, it was thought that the number 6 is green. And China first international modern dance competition, the highest award for "the Rome prize" of Chinese outstanding young dancers Liang Zhao, was in body language with music interpretation of the red give people the feeling, the dance is taken as "red". He uses body language combined with music to interpret the meaning of color.

Many artists discovered very early on, the music and color of people associated with the impact, Kandinsky in childhood is sensitive to found the association of music and color, so his paintings with the value of the performance of music. He proposed to use the five senses to perceive a picture, began in the music fountain in 1930 German inventor Otto P J Te Mr. is the use of sound light and color combination of form, through the computer for audio and MIDI signal recognition, from the visual, hearing, color also to make people produced strong visual sense of feeling, make people feel a combination of music and emotional.

III. COLOR PERCEPTION OF TASTE AND SMELL

Zhang Lancheng has "in this present life", Ailing is wearing a pink dress, I say good, she said:" the pink color can smell aroma". This phenomenon is typical color and smell the feeling together, why to see peach red as if to smell, because peach is spring in the most representative of the peach color, the arrival of spring always and rebirth and hope connected, the author expressed here is the protagonist yearning for good feelings, the spring and the aroma is fit. Butterflies and bees tend to be more close to those who wear yellow clothes, which is the result of a sense of smell. And from the physiological point of view is a kind of conditioned reflex, like the story of the ancient "fancies", people see plum tree, mouth can't help produce saliva, feel thirsty. And we see the pink candy packaging will feel sweet, and see the color of hawthorn, it will be acid and cannot help but the secretion of saliva. When a man sees red food packaging will be the default for the food is spicy, see blue packaging will be linked to the mint flavor, see orange packaging will feel sweet and sour taste, the designer is used to color the common sense, the use of color to create a different atmosphere of space. We go into the walls painted red interior, pulse acceleration, blood circulation to speed up. And when people in the blue environment, the pulse will slow down, the mood is more quiet. Green can reduce the body's surface

temperature by 1 to 3 degrees. So fast food restaurants often use a red chair, so that guests are excited to stimulate the appetite, but also to speed up eating, eating on the go. It is conducive to the flow of customers. Mild pale pink can make people tend to be calm, relieve pain, and thus in obstetrics and gynecology medical staff are wearing light pink dress. Foreign color treatment of disease is also useful for example. These feelings are biased in favor of physical impressions, rather than a physical reality, it belongs to a kind of psychological illusion. The psychological illusion caused by color is one of the most available means of artist or designer.

IV. VISUAL PERCEPTION OF COLOR IS SYMBOLIC

The feeling of color is produced by language and symbols. If you just take a piece of red cloth, it is difficult to know for sure viewers think of what will be produced, and when to give its shape, such as reduction of mean shape, or cut into the Red Cross, immediately with the explicit meaning. There is a strange phenomenon that provides a specific environment, people will automatically go to the association. When the red decoration in the bedroom, we feel the warmth of the sun, and the hospital's red, but the first to make people think of blood, make people feel fear. The red dye on the banner, the revolution of the horn has been sounded in the ears.

V. COLOR LANGUAGE IS A COMMON EXPRESSION WAY OF ALL MANKIND

Due to the different language and culture, to the world of different countries and regions, people's communication inconvenience, and color is sometimes able to transcend national borders, beyond language, be convenient for people to communicate and exchange of the bridge, make life under the different backgrounds of the people through the common perception of color to mind and information communication. Such as we are familiar with the red warning means, red is perhaps one of the earliest recognizing and naming the color, it is said that people in the primary first can distinguish color is red. In some countries in the west, the color of the word is directly expressed by color. Thus, due to red unique wavelength, and this blood and interlinked color to bring Lenovo is bound to have a more attractive than other color characteristics, in today's society, red has been widely used in all with a warning logo. It makes people see it can heart beat faster, blood pressure to achieve the role of excitement and alarm. Another example, many of the sport's international matches, uniform adoption of yellow card warning, red card penalty, and famous cross-border hunt fugitives wanted red make, unity of the world has become a de facto visual language. People find the easiest way to communicate through color.

VI. CONCLUDING REMARKS

Given the nature of the world of endless color, everyone have normal visual perception can tell herself in different feeling to the color, and life experience by experience effects on color, to color psychology research can guide our perception of the inner and the correct understanding of the color in the expression of a variety of sensory experience the mystery of, in our art design and take full advantage of the characteristics of color, can design better accords with design works of human psychology, so as to change our way of life, so as to improve our living environment, enhance the quality of life.

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