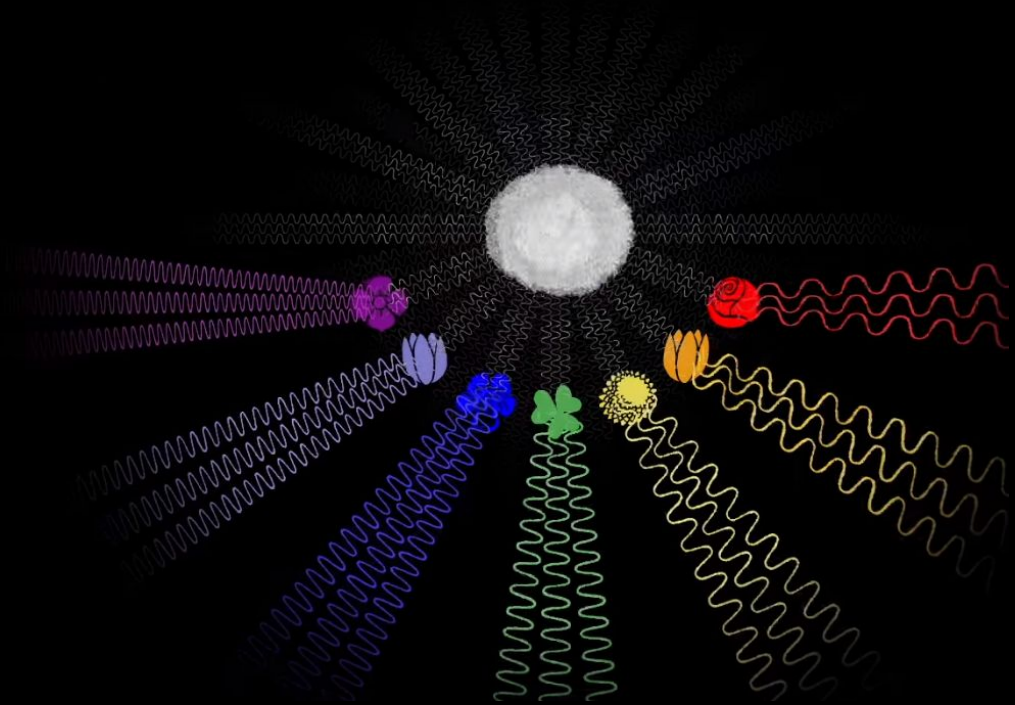


# THE PERCEPTION OF COLOR



# Presentation plan

- Color properties
- Visual analyzer
- Color meaning
- Conclusion



# Color properties

- Color – physical property of light itself



Hue



Saturation



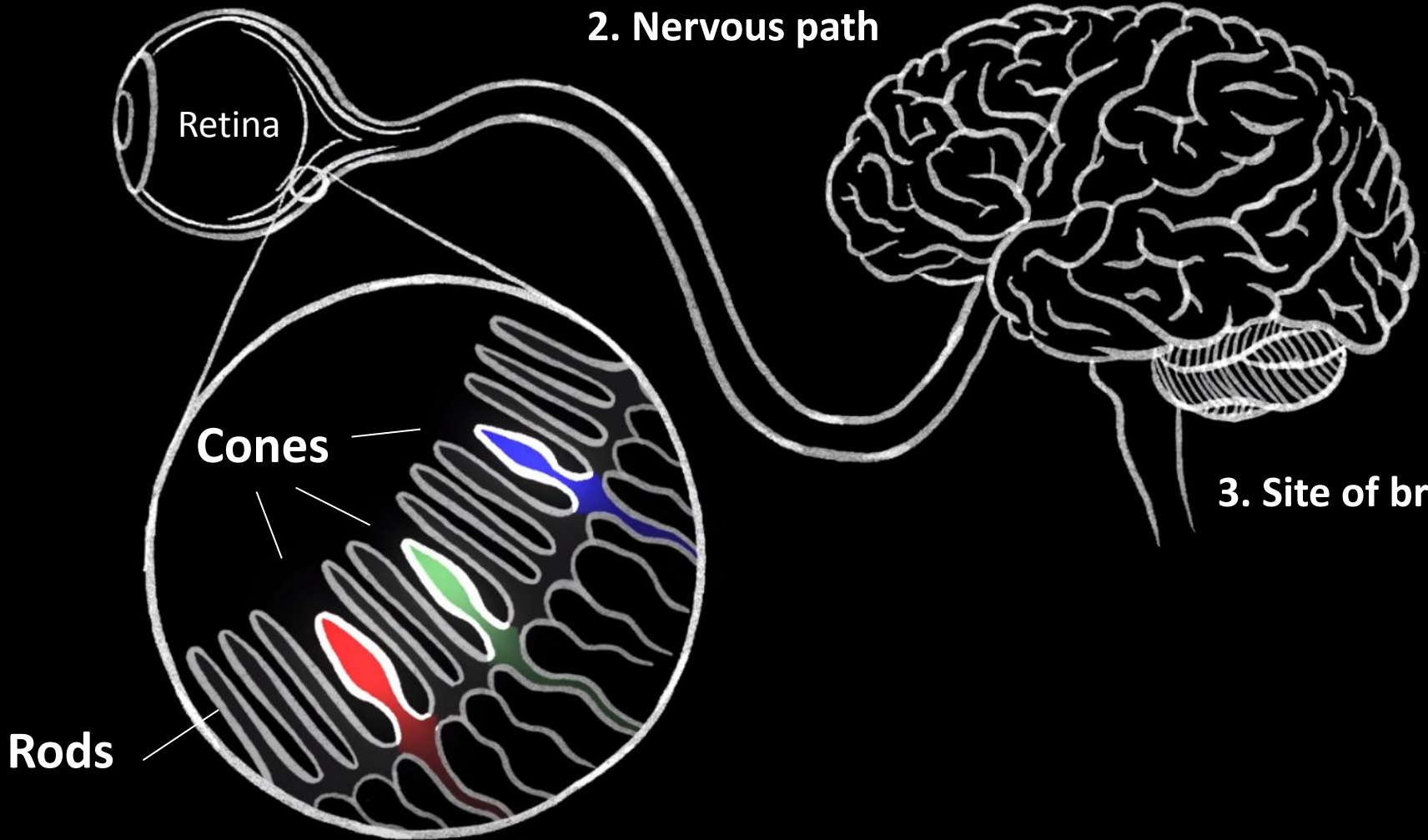
Lightness

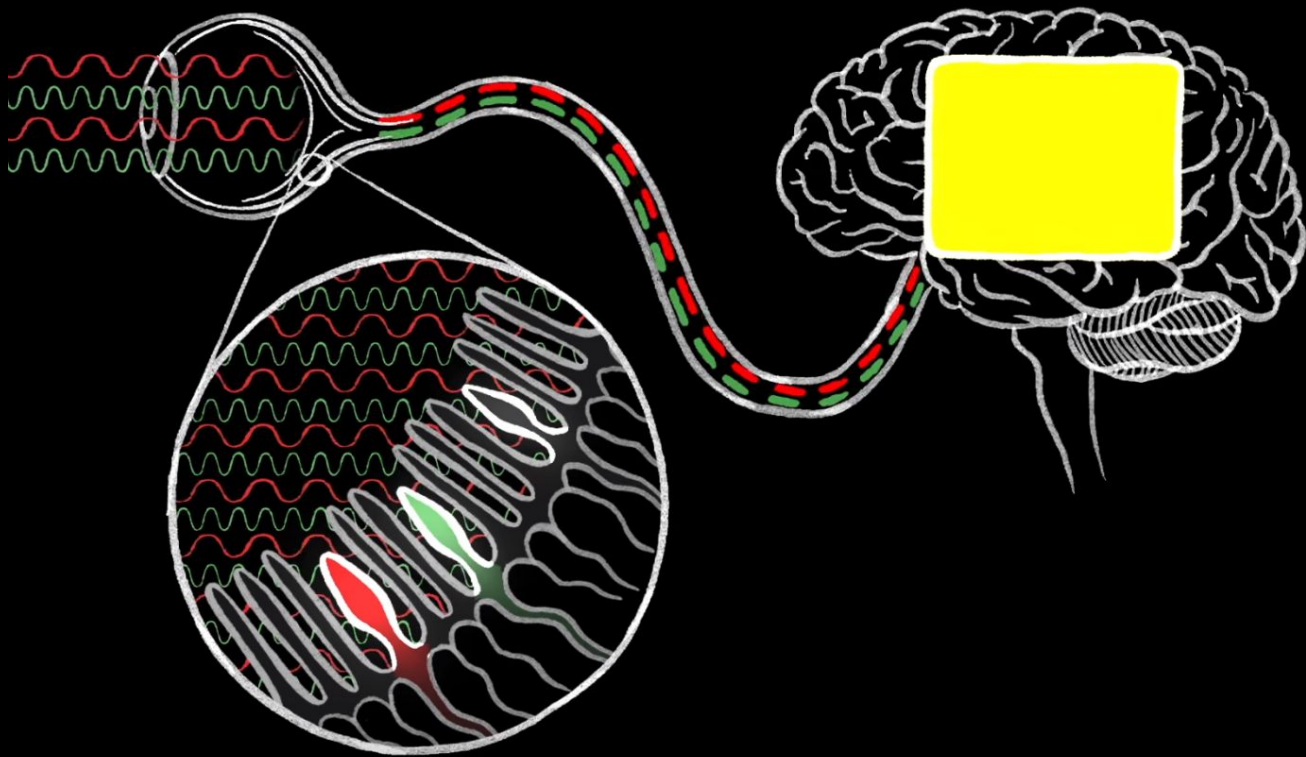
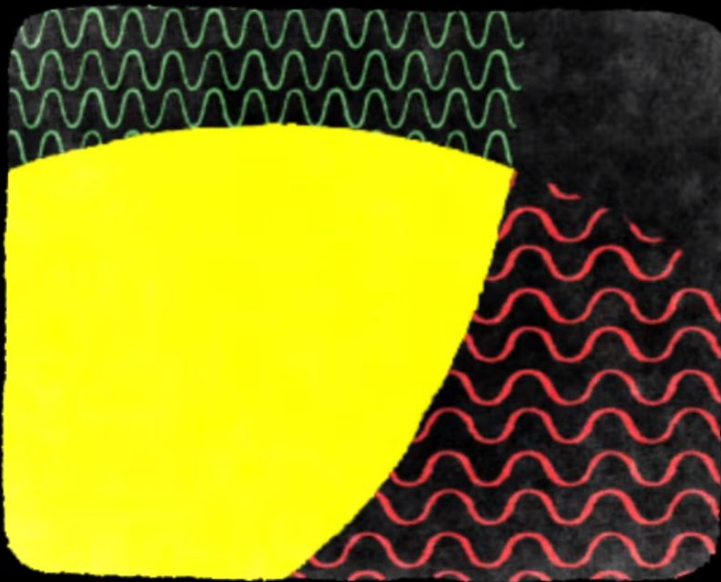
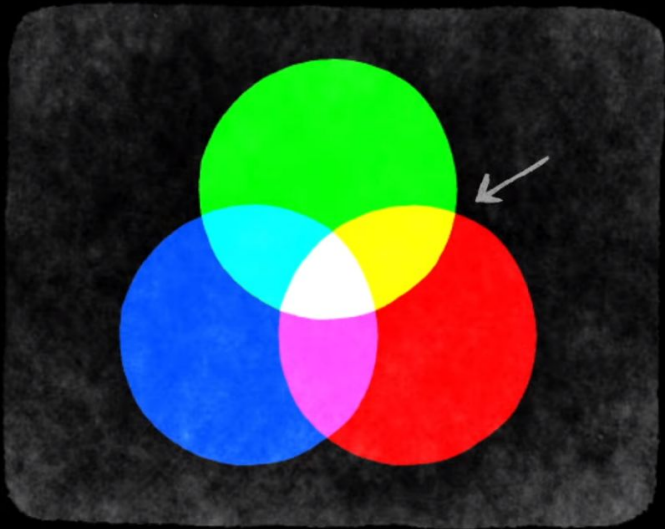
# Visual analyzer

1. Organ of sight

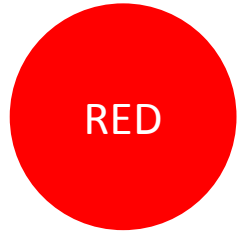
2. Nervous path

3. Site of brain

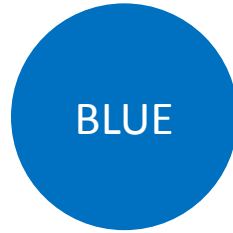




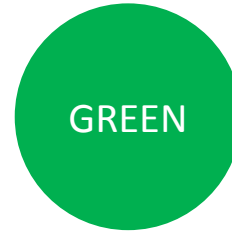
# Color meaning



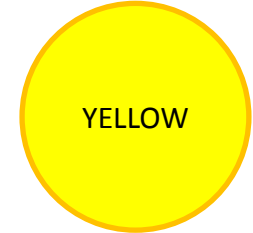
Exciting, active,  
energy



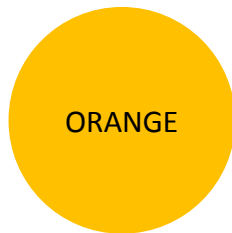
Relaxing,  
reliability



Relaxing, curing



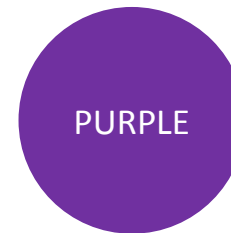
Tonic,  
invigorating



Tonic,  
anti-aging



Relaxing,  
cooling



depressing