

# DESIGNINGJOE

how **COLOR** affects mood

Welcome to the November 2008 issue of the DESIGNINGJOE monthly newsletter!

(click here for archives)

Well, we fell back, didn't we?

I'm Joe Pallister and my skills are web design, graphic design and branding. Please call me to see how my services can help your business - 347.249.1690.

And visit DESIGNINGJOE for some examples!

## How do you want to be seen?

That's the challenge that drives good design. The right presentation of the details creates a dialogue that addresses the lifestyle and needs of your audience, resulting in a clear and powerful connection.

## Good Design = Good Business.

So ask yourself: How do you want to be seen?

DESIGNINGJOE can create your answer.

phone: 347.249.1690 or email me!email me!



## MONTHLYSAMPLE

This is a poster I created for Hampton Theatre Company's upcoming production of FROZEN. The challenge was to create an image that conveys a sense of fear and hope, simultaneously.

## DESIGN TIP

So how does color affect mood? First off, what is color? Well, color is light and light is energy, so color is basically a form of energy. Your brain perceives various wavelengths of energy as specific colors and each color brings out it's own emotional associations.

Here's a quick run-down of some colors and what they can mean to a viewer:

**RED:** love, passion, anger, heat, joy, sex, danger, power

**ORANGE:** energy, warmth, change, health, charity

**GREEN:** restful, balance, quiet, soothing, growth, health, environment, harmony

**YELLOW:** energy, joy, cheerful, remembrance, optimism, happiness

(caution - too much yellow can bring on anxiety)

**BLUE:** strong, important, peaceful, intelligent, relaxing, refreshing, tranquil

**VIOLET:** strength, peace, wisdom, royalty, precious, romantic, sacred

**WHITE:** purity, innocence, softness, clarity, freshness

(white reflects all the colors of the visible spectrum to the eyes)

**BLACK:** conservative, mysterious, sophisticated, power, elegance

(a black object absorbs all the colors of the visible spectrum and reflects none of them )

Next time you're at the store, make a mental note of the color of the products you lean towards.

Joe Pallister: 347.249.1690 • please email me with any questions or comments please email me with any questions or comments

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