

IMPORTANCE AND EFFECTS OF COLOURS IN FINE ARTS

Dr. Archana Rani

Head of Department

Drawing & Painting

R.G. (PG) College, Meerut

Colour is a perception of light by human brain. In simple words when a ray of light strikes an object, the object absorbs a colour and reflects remaining colors. Human brain identifies the missing colour and perceives the colour of the object as that of the missing colour. This phenomenon is widely known as perception of colour. Life is a pallet of colours; every colour has its own importance. Imagining a life without colours is not possible. Psychologists say that colours are a direct reflection of a person's life and is not possible. Psychologists say that colours are a direct reflection of a person's life and personality. The kind of colours he chooses says a lot about his mood, traits and nature. Hence Colours can be called a nonverbal form of communication. Colours have energy that can define as well as change the moods and actions of a any person. Indian culture is said to be an amalgamation of various colours. Every colour holds a special place in India. Colours play vital role in the **day** to day life; in India a simple colourful dot in the centre of the forehead of a woman denotes here colourful life, the presence of a healthy marriage. While an orange colour dot on the forehead of a person connotes that he is devoted to god or was in prayer. This is how a little colour adds a lot of meaning on the bigger picture of life. A single colour has a potential to announce or reveal a thousand words at a single time. There are many colours in our world. Think of how bland and unexciting it would be without colour. Colours light up our surroundings, and inspire us to be creative. Life would have been terribly drab if colours did not exist. I cannot imagine a world where there was a total absence of colour. It is enough for us to look at the dawn after the darkness of night to know the difference. Landscapes and seascapes take life from the different shades of greens and blues, the colours of the birds' feathers, the different colours of fish, and the multi coloured flowers. 'Colour is life, for a world without colour seems dead. As a flame produces light, light produces colour. As intonation lends colour to the spoken word, colour lends spiritually realized sound to form. Colours, shading, spacing of shapes, and other elements are also implemented in graphical design. In this comparison to type-based design it is image-based (icons). Graphical design combines art and technology to communicate an convincing idea of done correctly, the design is made more simplistically if it is only an icon. Image-based design uses created or photographed images only to communicate the entire message to the viewer. The study of Colour has been approached from three different angles: the angle of the physicist, the angle of the chemist and the angle of the painter or artist. The artist-painter-designer has made use of the colour to portray his interpretation of nature, his marvelous flights of imagination and the depth of his insight into the human heart. But all three of these workers, indispensable as each one are to the growth and development of the world, have ignored the individual man and his needs. A highly cultivated artist knows twenty times as much about nature as the most accurate, matter-of-fact draughtsman, and yet the artist constantly sacrifices truth to composition. Colours convey different meanings to different people. It all depends on age, gender, and nationality. We'll help you find the most successful colours for your purposes—and for your targeted audience—with statistical data about colour. A new innovation of colour means an exploration of colour, technology, culture and positive or negative impact on social psychological, physical life too. Often we use our personal choices to colour selection and it is influenced by inherited habits and culture. All colours have different – different impacts to others for example for common person a banana is of yellow colour while at the other hand of extreme it may be a colour of expressing emotion for a painter and so on the other colours too. If an external beauty whether it is a painting, a sculpture, a home, a dress or any place, if it is not explained with a sublime

way, it is untrustworthy or a failure of composition. Colour is the most important element of any composition and similarly a composition means meticulously selecting what elements will appear in the picture and then placing them carefully in the frame to create a balanced and interesting organization. A composition is to accumulate the small – small units or elements, so the entire beauty of that composition will come to its best way of presentation. In other words, a composition is the way in which all elements and components work together to form a coherent whole. Composition is an important part of art, which is compelled to be used where new creating or invention is needed, and to create a composition, focal point view, perspective, rhythm, proportion, colour selection everything is essential. It totally depends upon the person's personal choice that what he or she wants to show as his or her expression in composition and this is also true that everybody looks for its own preferable colour combinations but yet if there is a creative piece, it is not necessary that it will be depending on the creator's mood but it will reflect and explain the language of the creative composition, that what it wants to tell to others. Composition is not restricted to create only in paintings, sculptures and home décor but it is a sign of the thought that is shown by its creator whether it is any form, a dress, a textile fabric piece or a book. Yes! Even a book can be composite in a creative way. Colour forecasting is considered as one of the remarkable driving forces for textile fabric and fashion and so as to with the other arts too. Now how colour forecasting works for its composition, it is depending on the circumstances, weather, and social effectiveness, physical and psychological aspects? Whatever but the little information exist about its area of study and even lesser in depth information is currently available about this complex and instinctive process. When a keen desired mind plans to satisfy its soul through a creating of composition in any art field, colours play a very important role on that and to proof the focus, selection of colour or forecasting of colours is actually not only one of the main parts of it but also helps others to achieve that level of thought to understand the composition. There is no one who can determines the trend of colour according to the composition but only the composer or the mind, heart and soul of the creator who creates that, hence it is very needed that the inventor who composes its composition, should have the vital knowledge and strongly dedicated feeling towards its composition and colour preferences. Of the many ways in which we choose to express ourselves. The colour and its composition probably makes the most immediate and powerful impact. Graphic design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communication tools in order to convey a message from a client to a particular audience. The main tools are colour, shapes, image and typography. Graphic design comes in many different forms like posters, brochures, clothing, album covers, labels, billboards, magazine covers and logos are just some of the things that we see every day, demonstrates graphic design. In visual communication colour plays a very important role, which achieves the clarity sought by the targeted audience. Combining colour, text elements with strong graphics, is the best way to clearly communicate the message intended by the designer providing understandable visual communication in graphic design. Visual communication, or graphic design, involves asking who the audience is and how they are going to respond to the design. The goal of design is to persuade and audience to take action, educate the audience, or provide a vicarious experience. The design asks the audience to be knowledgeable, culturally sophisticated, or not really much at all. Therefore, the viewer can be an active participant or passive. Visual communications is a very powerful thing in that it can cause the viewer to question their existing values, change their beliefs, or maintain their existing values. Designers strive to create designs that appeal to the majority of audiences. They want their designs to become familiar and recognizable in order to spark interest and add to the visual memory of the viewers. Graphic designer use colours in a creative way to convey the message intended instead of using images or icons. The way the colour look is very important as well as the meaning of what is colour said. Colour can be magical and once you start playing with it there will be no stopping you. Textiles are defined as the yarns that are woven or knitted to make fabrics and it has such an important bearing on our daily lives that everybody needs to know something about them. The use of textiles links the myriad cultures of the world and defines the way they clothe themselves, adorn their surroundings and go about their lives.

Since colours in it are very expressive hence they also form an important part of all performing arts specifically the visual arts, be it dance, painting, crafts, theatre, designing or music. Theatre is a collaborative form of fine art that uses live performance to represent any real or imagined script. Since theatre is a complex art that involves a broader and wider perspective of a story, colours have played a major role be it make up, costumes or sets. To bring a story live, it is important to create an ambience similar to the actual scene so that the audience can visualize and connect to the script. Setting the backdrop in plain blue is enough to let the audience experience a flowing river. Theatre has grown a lot in the last few years. Contemporary theatre focuses more on symbolization. A single colour is able to advertise a lot of contrast emotions. A basic colour as red at one hand signifies romance, love, compassion while at the other hand signifies anger or destruction. In Chinese theatre, red is used to symbolize luck and fertility while the Aztecs depict status and strength using reed on screen. The modern form of theatre popular in the present scenario is the movies. A drastic change in the presentation of colours can be seen through this art. The famous director Mr. Sanjay Leela Bhansali is known to be a man of colours who combines a log of colours by using costumes, sets, make up, jewellery and other aesthetics as a medium to create a vibrant scenario on the big picture. Not only theatre, the beauty of colours also extends to the various other forms of art, also to those which do not have a visual component in it at a larger side. One of which is vocal and music. Human psychology relating to colours is very interesting, and also differs from person to person. But a common perspective is that every person can paint an image or relate to something specific by merely listening to the name of the colour. For example as soon as one person hears green, the first thing that might pop in his or her head is plants, greenery etc. this is how this human psychology is used by the singers and lyricists to create an impact on the audiences through their songs. Songs like "ye laal rang maujekabchodega", "neele neele ambar par, chand jab aaye", "humpe ye kisnehara rang daala" are examples of songs that create or symbolizes situations through the medium of colours because colours have proved to be the easiest way to strike minds of the listeners. Every colour has a unique effect on individual and stimulates various responses e.g., a research has proven that blue colour enhances creativity whereas the colour red helps to be focused and has apposite effect on memory. Dark green colour has a motivational effect on males. The colour yellow helps to release chemicals in the brain called serotonin essentials for causing a happy mood and change are the happiest colour. So every colour different effect in our life each colour corresponds with a vibrations with an every with an element and with a desired outcome getting the colours wrong can at best make a spell fail and at work could backfire on the spell caste or recipient of the spell manifestation colours is the by product of the spectrum of light, as it is reflected or absorbed as received by the human eye as received by the human eye and processed by the human brain colour is the visual peaceful property corresponding in humans to the categories called red, yellow, blue, black, green, white, purple, orange etc. Colour derives from the spectrum of light interacting in the eye with the spectrum sensitivities of the light receptors. Clearly, using colour to effect mood and behaviour is not an exact science since the variables are too many, and the difference in response from one individual to the next are too great. Still, research suggests that some colours may tend to have measurable physiological effect on many people, if not all. Culturally – learned meanings of colour are also quite powerful, and can be used to subtly effect mood and behavior in some people. The following list discusses some of the meaning commonly associated with various colour in the US and other western societies, as well as the result of scientific study on specific colour where applicable. Sir Martine Broman in his work on the body/mirror systems "Each of the chakras is energy vibrating at a certain frequency. In a logical and orderly sequence of seven vibrations. As we move up the scale, elements become more and more subtle, moving through the five elements of earth, water, air, fire, and ether, to the spiritual elements of inner sound and inner light, the heaviest element is on the bottom, the lightest on the top. It is a logical and orderly sequence. The colour of the spectrum also represents a series of seven vibrations in a logical and orderly sequence, as do the notes of the musical scale. Thus we can put the heaviest vibrations of the longest wavelength on the bottom and the lightest on the top, and a particular colour can be used to represent a

chakra in its clear state, as can a particular musical note. Music played in a certain key vibrates a particular chakra, and we feel a particular way when we hear that music. Our relationship with a certain colour says something about our relationship with the part of our consciousness that the colour represents". Colour is one of the most fulfilling elements in our lives. Colour can attract your attention or change your mood. It speaks to who you are how you feel and where you're going. Black is the colour of authority and power it is popular in fashion because it makes people appear the thinner. It is also stylish and timeless black also implies submission priests wear black to signify submission to god. Some fashion experts say a woman wearing black implies submission to men. Brides wear white to symbolize innocence and purity white effect light and is considered a summer colour white is popular in decoration and in fashion because it is light neutral and goes with everything. the red most emotionally intense colour red stimulates a faster heartbeat and breath way it is also the colour of love red clothing gets noticed and makes the wears appear heavier, since it is an extreme colour, red clothing might not help people in negotiations or confrontations, red cars are popular targets for thievery. It decorating red is usually used as an accent decorators say that red furniture should be perfect since it will attract attention the most romantic colour pink is more tranquilizing. The colour of the sky and the ocean. Blue is one of the most popular colours. It causes the opposite reaction as red peaceful tranquil blue causes the body to produce calming chemicals blue can also be add and depressing currently the most popular decorating colour, green symbolizes nature it is the easiest colour on the eye and can improve vision it is a calming refreshing colour people. Hence it can be clearly said that colour is not physical property of shapes but also the resultant of social, psychological, economical aspects rather than a phenomenon of perception too. Colour is not only restricted to any particular art form but it has widely accepted area in our day to day life in every aspect and manner and so as to with fashion and textiles too, because what we wear and what is our social shade in our surroundings is a deep sense of our persona at our outlook too. Thus, colour is the most enriched and endless form of human life. It reflects our mood and more importantly, it has more influence and effect on our lives than we realize. How can we define colour, a reality, a feeling that creates energy, enthusiasm, potential, anger, affection, passion and many other feelings in us. If we are in pleasant feeling, colour fills us with the feel of joy and happiness and in contrary to this if we are unhappy and sad the colours are there, who fill with the feel of unhealthy, unhappiness and sadness. Now it is a matter to think upon that why we correlate our feelings with colour or how colour reflects our mood or our internal expressions in a physical manner. It is not only because of colour but of course because of its composition too. We always look for a new colour palette range or a new invention but have we every thought that from where did colours come and why they show their impact on us and our lives.

REFERENCES:

1. F. Gerritsen, *Et'oltrtrion in colour*, Schiffer Publishing Ltd., West Chester, 1988.
2. Rush, Auchaël, *New Media in Art*, Thames and Hudson 2005.
3. Snow, Bonwe E., *The Theory and Practice of Colour*, Hugo B. Froehlich, 1920.
4. Chandra, Rai Govind. *Indian Symbolism*, New Delhi, Munshiram Manoharlal Publishers Pvt. Ltd. 1996.
5. Chattopadhyay, Kamaladevi *Handicrafts of India*, New Delhi, Indian Council for cultural Relations, 1975.
6. Dasgupta S. (ed.) *Alpana*. Kolkata Publication Division, Government of India, 1975.
7. Desai, Manu. *To the Roots-A Designer's Journey*. Mumbai, the Perennial Press, 1996.
8. Huyler, Stephen P. *Painted Prayers, Woman's Art in Village India*. London, Thames and Hudson, 1994.
9. Jayakar, Pupul. *The Forgotten Arts of India*, New Delhi, March, September, 1969.
10. Pattanaik, Devdutt. *Myth-Mithya*, New Delhi, Penguin Books India, 2006.
11. Saksena, Jogendra Mandana – *A folk art of Rajasthan*, New Delhi, Crafts Museum, 1985.
12. Shastri, Archana, *The Language of Symbols*, New Delhi, Crafts Council of India, 1977.
13. Anderson, John R., *Cognitive Psychology and Its Implications*, Freeman, New York, 1985.
14. Schwarz, Hans, *Colour for the Artist*, Guptill Publication, Watson, 1975.
15. Buchanan, Norman, *Painting and the Joy of Colour*, Love Brydone Printers Ltd. 1968.
16. Guptill, Arthur L., *Colour in Sketching & Rendering*, Aravali Books International, 2004.