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Course Title – Ways of Perceiving

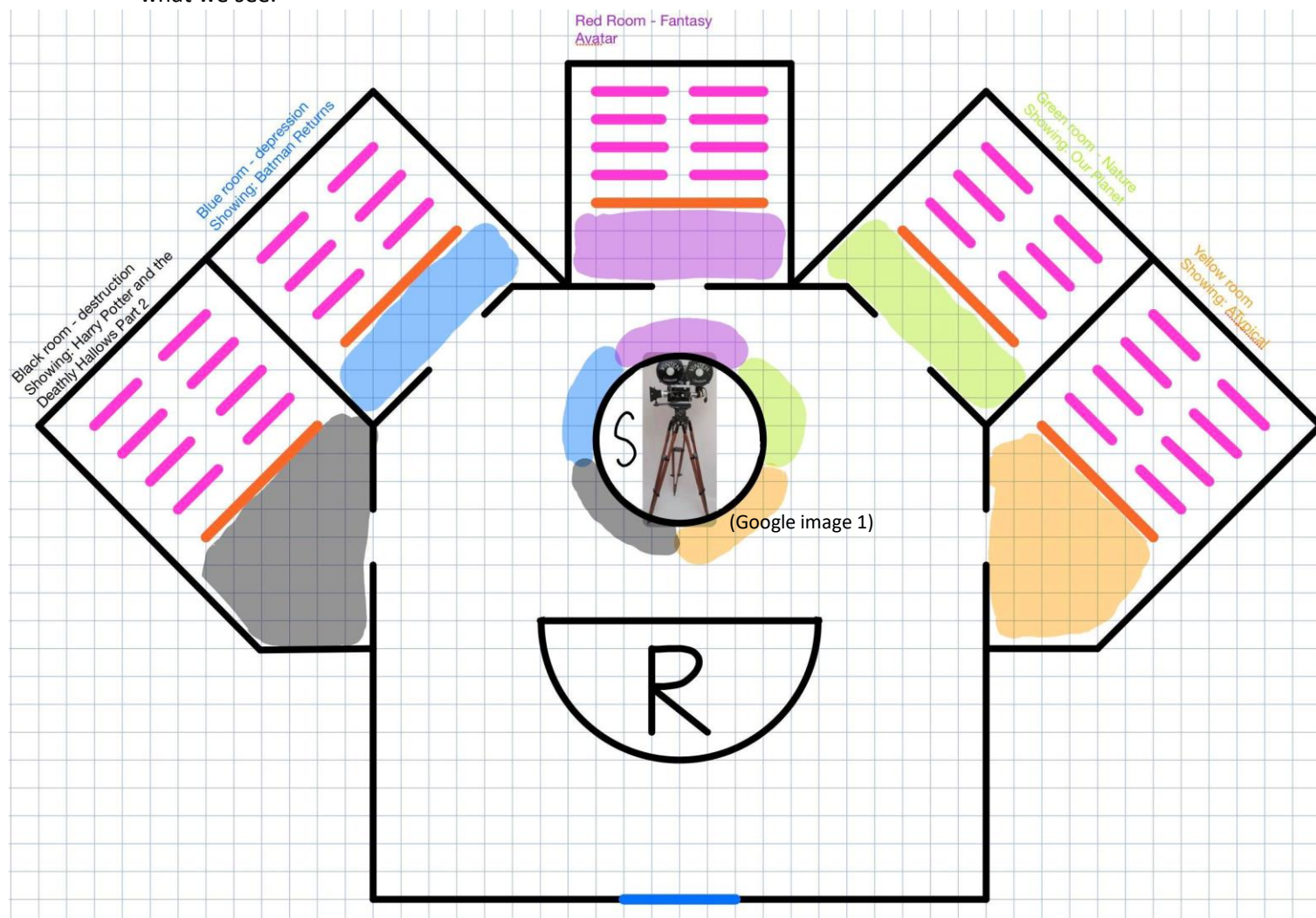
Course code – ADAD4019

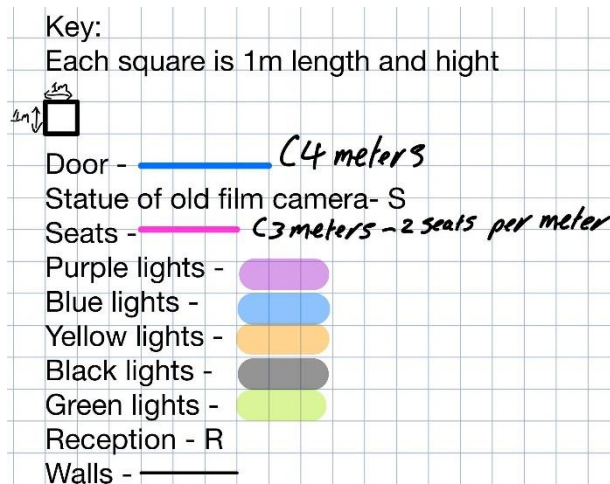
Course Tutor – Ryan Moule, Robert Jones

Word count – 1500

For my exhibition, I have chosen to base it on the psychology of colour in film. I have chosen to do this, as colour is used in many types of artwork and film, to express meaning and emotion. For example, if the colour red is used in a film/artwork, it would relate to a certain meaning or emotion, such as: lust, or anger.

My exhibition is called 'The Theory of Colour' and will have five different pieces of film in five different rooms, the room colours will be: Purple, Blue, Yellow, Green, and Black. The point of my exhibition is to show how different filters of colour can be used to change the audience's emotion. This will also link in to the 'Affect Theory', as the theory is based more on what we feel, rather than what we see.





Black Room:

The colour black is to display the meaning of 'Destruction'. In the Black Room, there will be a showing of 'Harry Potter: and the Deathly Hallows Part 2' (Warner Brothers, 2011). This is because the film wildly used the colour black, to not just show the destruction in scenes, but to show the destruction of the story as a whole. Even when things are calm, the film tends to have a black, dark overlay, to still show that there is still destruction in the story, although we may not see it. The colour will try to give the audience a sense of dread and fear though out the film, as its dark tone and manor will reflect the mood of the film to them, and this will constantly remind the audience about the broken down world surrounding this story.



(Google Image 2)



(Google Image 3)

Blue Room:

The colour blue will be displaying the feeling of 'Depression and Sadness'. In the Blue Room, there will be a showing of 'Batman Returns' (Warner Brothers, 1992). This film will be shown like Harry Potter, the story becomes more depressing the more the story is uncovered. Although Batman is a wildly known action film, it also plays into the idea of a depressing story throughout. J.K Simmons once said 'I'm not a fan of any genera but am a fan of that are intelligent and/or funny. That goes across all genres: a horror movie; a zombie movie; alien invaders; chick flick; or raunchy comedy. If it's well done, I'm a fan' (Brainy Quote, 2020). This quote shows that films can belong to as many genres as they want, but as long as they keep it true to the story, then it will succeed. And with Batman Returns, the film continuously has a blue tint though all lit parts of the film, this is to indicate how depressing the story is and makes the audience feel remorse for the characters more.



(Google Image 4)



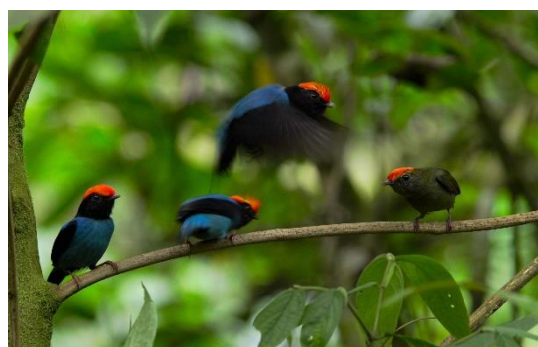
(Google Image 5)

Green room:

The colour green will be displaying the meaning of 'Nature'. In the Green Room, there will be a showing of 'Our Planet' (Netflix, 2019). This film is different compared to the other films, as the film will be focusing on the colour green, and how it encompasses the surrounding though out the film, with the green trees, grass, and the wide forestry. The nature and surrounding forestry make the audience feel: free; calm; and up lifted by its bright colours, the film carries this theme throughout. During my research on this topic I have not come across a scene that contains gruesome images using a green filter. This is because the colour green used in this aspect is to create a peaceful atmosphere.



(Google Images 6)



(Google Images 7)

Yellow Room:

The colour yellow will be displaying the meaning of 'Excitement', and 'Inspiration'. In the Yellow Room, there will be a showing of 'A Typical' (Netflix 2017). This is a series about a child with Autism, and how he copes with everyday life. Through the series, you can see how the character continues to push himself to accomplish everyday challenges he could not do at the start. The colour yellow is filling in most of the scenes to show the joy and excitement the main protagonist has, and how he sees the world. Also, in other scenes of yellow, when the character is about to do something they haven't done before, the yellow in that scene will represent the inspiration, and will try and inspire the audience with the story that is being told. Yellow is a bright and vibrant colour that people can notice easily, when a scene is filled with yellow, people usually see it as a positive happy colour, this is how it feeds these emotions to the audience.



(Google Image 8)



(Google Image 9)

Purple Room:

The colour purple will be displaying the meaning of 'Fantasy', a make-believe story. In the Purple Room, there will be a showing of 'Avatar' (Disney, 2009). Although there are many colours used in Avatar like: blue; warm yellow; and green. The standout colour in most scenes is purple. In scenes where the character is going through a mystical world tends to be purple, and this can lead to certain emotions like: Wonder; Mystified; Awe; and many more. Purple gives off so many emotions because of its representation of fantasy. Fantasy is not something people can just pinpoint an emotion to, Wassily Kandinsky has said "Colour is a power which directly influences the soul" (Good Reads, 2020). What this is telling us, is that many colours, most indefinitely purple, can't be pinpointed to a certain emotion, the soul takes in what it sees, and then makes what the emotion is. Purple can be used in a mystical fantasy way, which is positive and used in this film, or dark mystical fantasy, which is negative, and used in films like Maleficent (Disney, 2014)



(Google Image 10)



(Google Image 11)

The main reason why I chose to create an exhibition based on the psychology of colour used in a film is to help educate people and help people understand the ethos behind why certain colours are more emphasised in certain scenes. When researching and discussing this topic with family and friends I discovered that people would often complain about films being so dark and not appreciate the meaning behind it. Not many people recognise and understand how important the colour to a scene is when creating a movie. Every colour used in a scene is to express a different emotion and feeling to encourage the audience to feel and react in a certain way. The affect theory is a huge part of the exhibition, as it shows people how colour can feed the audience an emotion. For instance, when a room is black with a dark, harsh blue light in the shot (usually on the character), depending on how the camera and lights are placed, it could feed people the emotion of dread and sadness. The theory talks about how about different pieces of art can feed the audience of certain emotions.

My research for this essay has shown me that the same colour could also have different meanings and that directors can use the colour codes for different reactions. For example, in the film 'The Shining' (Warner Brothers, 1980), there is a scene in a red bathroom and a red hall, both scenes focus on blood, these are to demonstrate the emotion of anger. However, the same film uses yellow just before a killing scene in a living room. In my exhibition, I have used yellow to display excitement and inspiration, but the director chose yellow to display madness. Small indie filmmakers are using this practice more in their films, with their own interpretation on the colour. For instance, two YouTubers/indie filmmakers called Konstantin and Meji Alabi, released a song that they directed called 'On Point' (KSI, 2018). In one of the scenes, a character is pulled into a room by an attractive female, with a glowing green light shining from the door. Although, the colour green does not match up to any previous examples I have given. The directors made their own code, and symbolised the green as kryptonite, the universal word linked to weakness.

The Exhibition name, 'The Theory of Colour', is linked to both the psychology of colour, and the affects theory. This is because, both practices come hand in hand when brought into film, they are both there to make an audience feel an emotion to a certain scene, or make the audience see the meaning of something. Throughout this essay, I have expressed the importance of colour in films and how it is made to link to the audience.

My feeling on this is that as long as there is continuity during a film then these methods will work. I feel it would not work having the same colour meaning two different emotions in a film. For example using the colour green to display a sense of weakness and also uplifting. It would give mixed signals to the audience.

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