

색상별 선호도와 인간의 성격

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Color Preference and Human Characteristics

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● 요약 ●

본 논문에서는 다양한 색채 기호와 인간의 성격에 대해 알아보고자 한다. 인간은 무의식적으로 색상에 반응하고 색상의 영향을 받는다. 이러한 색상이 우리에게 주는 효과나 파장은 매우 크다. 색상을 보면 기분이 좋아지거나 가라앉고, 또한 밝아지거나 좋아진다. 즉, 인간은 빛의 색 전달을 이해한다.

키워드: 색채(color), 성격(characteristics), 기분(mood)

I. Introduction

A related study reported strong multicultural gender differences in color preference as a result of the rapid correspondence comparison task [1], and the conventional technique [2] assumes that there is a preferred skin tone that can shift image skin color, but the value is There have been research papers that suggest that this hypothesis cannot be true as it strongly depends on the characteristics of the imaging system and the specific lighting of the site.

on color, you may uncover the secret about yourself that you have been unaware of and overlooked until now. Here, the relationship between each color and personality is summarized.

(1) red

Planned, assertive, extroverted, passionate, stimulating, motivated, impulsive, enterprising, sexually attractive, expressive, hot-tempered, lack of persistence.

(2) Orange

Bright, lively, healthy, splendid, quickly friendly, fluent in speech, single man and woman, extravagance and joy, casual relationships, talent and aptitude for bringing people together.

(3) yellow

Adventurer, optimist, seeks freedom, hates restrictions, selfish, low intelligence, no sense of humor, rich sensitivity, warmth, commercial sense.

(4) green

Virtue of moderation, extroversion/introversion, sociable,

II. Color Preference and Human Characteristics

Human beings feel very bad, but when they see a color they like very much, they gradually feel better and gain strength. As such, colors affect human emotions, moods, and personalities.

Research on analyzing human psychology and characterization according to color preferences has been conducted for a very long time. What color a human likes or dislikes has become one of the ways to understand the character or humanity of that human being. There is no object that does not use color, such as clothes, props, cars, interior decorations, outdoor decorations, and miscellaneous goods around us. As a study

harmony and balance, hope, restoration, peace, dignity and sincerity, frankness and morality, modesty and courtesy.

(5) blue

Introverted, prudent, motherly, warm, understanding, rational, decent and courteous, contemplative, reflective, conservatism, latent, self-controlled, self-righteous, perseverance, sociable, patient.

(6) purple

Intuitive, spiritual, mysterious, mystic, artistic, sensitive, culturally oriented, arrogant type, leisurely, impudent.

(7) brown

Stable life, emphasis on material abundance, pursuit of a solid life, indomitable spirit, orderliness, honesty, shyness, stamina, perseverance.

(8) Gray

Diligent, truthful, system-oriented, strong group, rational tendency, organizational assistant, peace-seeking, maintaining balance, strong discernment, fine nerves.

(9) white

Coldness, schizophrenia, innocence, naivety, universality, perfectionism, perfectionist, high ideals, aversion to injustice, integrity and innocence.

(10) black

Self-esteem, display of dignity and strength, self-centeredness, eternity and mystery, nobility, lack of cheerfulness and frankness, do not like to show weakness.

(11) Gold

Wealth, generous virtue, noble ideals, popularity, magnate figure, dignity, rebuke, swindler, high insight and pride, the best, extravagance.

III. Conclusion

In this paper, we looked at the color preference and personality of the person who sends a certain message. We humans know that we unconsciously react to and are affected by color, and we know that the impact and wavelength of color on humans is enormous.

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