

**THE PSYCHOLOGY OF COLORS AND THEIR INFLUENCE ON
HUMAN EMOTIONS AND BEHAVIOR**

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Annotation: Color psychology is an interdisciplinary field that examines the relationship between colors and human emotions, cognition, and behavior. Colors have always been more than decorative elements; they are powerful visual tools capable of influencing perception, communication, and emotional responses. In modern society, color plays an essential role in architecture, monumental painting, interior design, education, healthcare, advertising, and digital media. Scientific studies demonstrate that colors affect attention, memory, decision-making, and physiological responses such as heart rate and stress levels. This article analyzes the theoretical foundations of color psychology, explains the psychological characteristics of major colors, and evaluates their importance in monumental painting. Special attention is given to color harmony as an essential artistic principle that enhances visual balance and emotional expression. The study concludes that knowledge of color psychology enables artists to communicate ideas effectively through harmonious compositions.

Keywords: Color psychology, human emotions, monumental painting, color harmony, visual perception, artistic expression.

Introduction

Color has accompanied human civilization since ancient times and has always been one of the most powerful elements of visual communication. Contemporary psychological and neuroscientific research demonstrates that colors significantly influence emotions, attention, memory, decision-making, and behavior. Ancient civilizations associated colors with spirituality, health, and symbolic meanings. Isaac Newton established the scientific basis of color, Goethe emphasized emotional perception, Chevreul explained simultaneous contrast, and Johannes Itten developed principles of color harmony that continue to influence modern art education. Monumental painting relies on these psychological characteristics to communicate historical memory, cultural identity, and emotional meaning.

Main Body

The scientific study of color psychology demonstrates that colors influence physiological and psychological processes simultaneously. Light reflected from objects is processed by the retina and interpreted by the brain,



where emotional centers create immediate responses. Warm colors such as red, orange, and yellow generally stimulate energy, enthusiasm, passion, and attention. Cool colors including blue, green, and violet promote calmness, trust, harmony, and reflection. White often symbolizes purity and peace, whereas black may represent authority, elegance, or mourning depending on cultural traditions.

Throughout history, researchers such as Newton, Goethe, Chevreul, and Itten established the foundations of color theory. Modern psychologists including Elliot, Maier, Palmer, and Schloss demonstrated that color perception is influenced by biological mechanisms, cultural traditions, and personal experiences. Consequently, color psychology has become an interdisciplinary field connecting psychology, neuroscience, architecture, design, and fine arts.

In monumental painting, color is not merely decorative. Harmonious color relationships organize compositions, emphasize focal points, strengthen symbolism, and create emotional engagement. Murals, mosaics, frescoes, and architectural decorations employ carefully selected palettes to communicate historical narratives, national identity, and cultural values. Modern monumental artists combine traditional symbolism with scientific knowledge to produce visually balanced and emotionally expressive public artworks.

Conclusion

Color psychology plays an essential role in understanding human perception and emotional communication. Historical theories together with modern scientific research confirm that harmonious color selection improves visual expression and strengthens artistic impact. In monumental painting, color harmony enhances compositional balance, symbolic meaning, and emotional interaction between artwork and audience. Therefore, knowledge of color psychology should be considered an important professional competency for monumental artists, architects, designers, and educators.

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