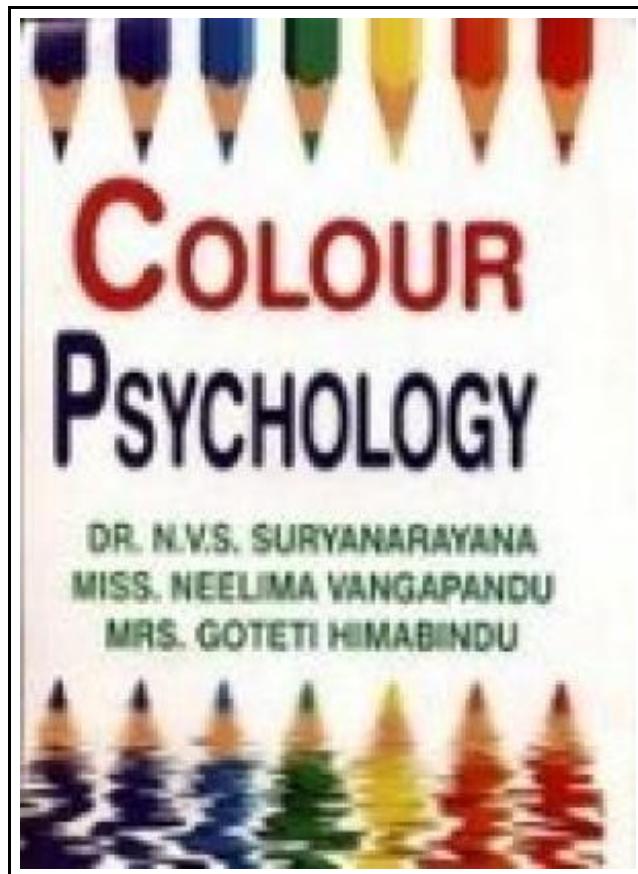


## Colour Psychology



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APH Publishing Corporation, 2011. Hardcover. Book Condition: New. In this book contains Seven Wonderful Chapters. Chapter-I shows that Colour definition, History of colour perception, introduction to colour Psychology and how colour affects psychologically to human beings. According to Carl Jung, deep down in human's psyche is collective unconscious where there are content of archetypes, the Original Pattern or Model from which other Things of the same kind are made. Those are the Foundation Images that are developed and formed from our ancestors through thousands of years. Colour is a part of our psychological and Biological Heritage therefore sometimes we respond to colour in certain way, for example, we think that Red is hot and blue is cool, these are found to be Universal responses. But colour is also quite personal since each individual has their own personality and their preferences of colour are diverse. As Jung also mentioned about the extravert and introvert type of personality and it is found that these types of personality have dissimilar colour preferences : the extraverted personality type has a greater tendency toward more intensive stimulation, so they are enjoyed more in colourful surroundings, whiles introverted personality type of people are more favour lower degree of stimulation, and lower intensity of colour are preferred. Colour can also be affected by culture and social trend, which Means the Meaning of colour is not the same across different Cultures and period of time. Since we are living in different Societies and the meanings of colours are formed by myth, value, belief, religion, social custom, as well as geographical and historical background of that society. In this book chapter-11 shows that the historical back Ground of colour psychology. Johann Wolfgang Goethe was one of the first people to connect colour and psychology, with his book "Theory of Colours"....

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