

On the Influence of Color on the Audience's Heart in Photographic Images

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Abstract: In the field of photography, the color of photographic works largely affects the viewing emotions of the audience. If you analyze different kinds of colors, you can find that in different colors, the audience pays attention to different things. For example, in red, people focus on enthusiasm, strength, and passion; In green, the focus is on natural harmony and vitality; And in the blue, what is felt is tranquility, depth and tranquility. In short, these different kinds of colors have different effects on the audience's heart. In addition, color is a visual language symbol that can establish a certain connection with the audience. Therefore, the rational use of color in photography to attract the viewer and resonate emotionally with it will undoubtedly make the work more attractive.

Keywords: Photographic Images; Color; Audience's Heart; Effect

Introduction

Color is one of the basic elements that make up a visual image, and for the viewer, color is also an emotional factor. When photographers create photography, in order to make the work more attractive, they must use color appropriately in the work and be able to reflect the theme and emotions that the work wants to express. Of course, in order to use color rationally in photography, it is necessary to deeply understand the audience's inner emotional world, because only in this way can we truly capture the audience's inner emotions. However, because different kinds of colors can have different degrees of influence on the audience's heart, it is important to take this into account when creating photography. For example: red is a color with irritating and dangerous colors; Yellow represents warmth, light, vitality and hope. Therefore, when creating photography, it is necessary to fully consider and rationally use these colors.

1. The relationship between color and people

As a visual language, color is to a large extent formed by human beings summarizing and refining colors in nature according to their own needs. For example, in everyone's daily life, clothing of various colors can be seen everywhere on the street. These different colors of clothing not only meet people's visual needs, but also let people feel the various feelings brought by color. For example, red can give warmth and vitality, yellow gives warmth and affection, blue makes people feel calm, etc. In addition, in many cases, color can bring a variety of emotions to everyone. For example, in many cases, people have different emotions depending on their environment. For example, the colorful lights of various colors hung on the trees during the festival, warm lights will make people feel warm and healing, while cold lights will make people calm and rational ^[1].

2. The psychological cognition of color

Color is an important part of visual language, which can cause people's psychological cognition. When creating photography, if you want to make the picture more attractive, you must use color to compose the picture reasonably. In the use of color, it is necessary to fully consider the impact of color on people's psychology, so as to make the work more attractive. Usually, when you look at a work, when you see the strong color contrast in the picture, it often attracts everyone's attention and develops a strong interest in it. For example, in a photograph with strong color contrasts, the contrast between blue and orange in the picture is very strong. Therefore, this work may be more attractive and interesting to the viewer after attracting its attention.

3. The influence of color in photographic pictures on the audience's heart

3.1 The influence of color in life photography pictures on the audience's heart

Color selection in life photography pictures is also very important, only the reasonable use of color, can make photographic pictures more attractive. Life photography pictures are generally closely related to people's daily lives, so pay special attention when choosing and using these pictures. At the same time, photographers should also pay attention to the coordination of the color of the photographic picture with the surrounding environment. In real life, some photos are taken specifically for a specific occasion, and such photos must form a harmonious and unified color with the environment. In terms of the impact on the viewer's psychology, color is also the color of the natural environment as its main psychological choice, and the color in the photo usually has a certain memory. For life photos, you need to pay attention to brightness and chroma to make the photo look brighter, and the color is softer and more coordinated. Whether visually or psychologically, it gives birth to a feeling of happiness and healing. This is an important aspect of the impact on the hearts of the audience. The art of color can give people a rich emotional experience, and in the continuous consumption and communication, color itself is also injected into the spiritual level of emotional feelings. The aesthetic thirst for color in people's hearts is no longer satisfied with simulating nature, but needs the expression of the subject's feelings and personality ^[2]. Now is a new media era, with the popularization of modern media technology, anyone can use their own digital camera, camera or color image creation. This kind of colorful image, in the process of human development, brings more than its own meaning and role, and constantly gives people a strong visual impact.

3.2 The influence of color in horror photography pictures on the audience's heart

In life, there are many people who like to watch horror photography, because this kind of photography can not only bring psychological discomfort, but also make the audience feel creepy after watching, which is the role of color. If you look closely, you will find that in some horror photography, the use of color is often closely related to the theme of the picture. From a large number of horror image techniques, photographers tend to use high brightness and pure colors to create a disturbing, frightening atmosphere. In environmental constraints, strong red will make people think of blood, killing, and demons, while bright green and blue will make people feel a strong impulse, giving the audience a visual impact and thus restlessness.

3.3 The influence of color on the audience's heart in sad photography pictures

The main feature of sad photography pictures is to bring people into a sad and helpless state by showing dissatisfaction with real life. Because this type of photographic image tends to present a deep tone, the audience often thinks that it is a tragic photo, which makes people feel a deep feeling. In sad photography, sadness and painful emotions are expressed by using colors with strong visual impact, such as red, purple, and black. For example, when taking such photos, photographers often use red, purple, black and other colors with strong visual impact to express people's inner grief and heaviness. In these sad photographic images, the audience will have an indescribable emotional experience.

3.4 The influence of color on the audience's heart in war photography pictures

In war photography, color, as a visual language symbol, can have a certain emotional resonance with the viewer. For example, in war photography, red can bring strong visual stimulation to the viewer, and this stimulation can stimulate the viewer's anger and hatred. When viewers see a red photo, they feel angry and regret it. Therefore, in war photography pictures, color can be used to render the atmosphere of the picture and attract the audience's attention. In war photography, when using color to attract the audience's attention, there are two issues to pay attention to. The first is to try to avoid using colors that are too bright. If too bright colors are used, it will bring a kind of visual fatigue, but it is not conducive to stimulating the audience's inner emotions. The second is to pay attention to the problem of color matching. People have advanced thinking activities, can use the senses to remember and associate, color can make people have spiritual resonance, that is, color can awaken people's senses ^[3]. Sadness is a psychological feeling of people, when taking photos, photographers should pay attention to the problem of color matching, the use of gray with the appropriate pure color to contrast, will bring a feeling of depression, melancholy and sadness to people's hearts.

Conclusion

To sum up, in photography, color is also very important, it can not only give people visual impact, but also can give people

emotional shock. In the process of photography, photographers often integrate their emotions into the work and make the work more infectious. Therefore, in photography, photographers must not only conduct in-depth research and exploration of color, but also need to have a deep understanding of the emotions expressed by color. Only in this way can we create better photographic works and fully mobilize people's emotions. In addition, certain laws and principles must be followed in color design to enable people to better understand, accept and appreciate the work.

References

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