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THE PSYCHOLOGY OF COLOR AND ITS ROLE IN WEB DESIGN

Color is an essential element on which depends the visual appeal of any website. The design of web pages cannot be successful if their color combinations are chosen incorrectly.

The human brain plays a major role in color perception. People tend to think of color as a physical object, but it is actually a psychological factor. Knowledge of psychology helps explain why the same color affects different people in different ways. For example, some associate red with passion, others with anger.

Convenience and aesthetics are the key points when creating a web project. Usually, both neutral and basic colors are used for website design. Neutrals (black, white, gray) are usually used for backgrounds, while brighter ones are used for details and other foreground elements.

Choosing the best color combinations requires a specific strategy. To do this, it is necessary to take into account the factors associated with the target audience and the type of products offered [1].

The nature of the goods and services offered also plays a role. For example, online resources for caring for a garden, vegetable garden use shades of green, which is a symbolic expression of nature.

The following are the primary colors affecting human psychology:

- Blue is a cold tone which is associated with reliability, success, seriousness, calmness, strength, professionalism, stability, honor, trust. Light shades of blue can be used for sites that want to show their safety and friendliness. Darker shades are more suitable for business projects.

- Green is associated with nature, health, life, harmony, safety, honesty, optimism, freshness. It denotes wealth, symbolizes money. Used to treat depression, relieve stress, reduce eye fatigue. The presence of light shades of green in the design of the site expresses balance and harmony. The use of darker shades symbolizes stability.

- Yellow may reflect both concern and optimism. It is mostly often associated with cheerfulness, entertainment, comfort, happiness. Being joyful and cheerful, yellow encourages action, grabs attention, and excites. The use of bright yellow in the design of children's sites creates an impression of joy and friendliness. Darker shades of yellow are suitable for vintage sites.

- Orange is a warm tone which expresses comfort, creativity, celebration, fun, youth. Being bright and energetic it calls to action, reflects responsiveness, friendliness. It can be used to promote food, snacks. It is very popular with young people. The use of orange in the web design of youth projects maintains the attention of the target audience and makes the site very attractive.

- Red. It is considered to be the hottest and the most dynamic color. It evokes strong emotions, as it is associated with love, passion and even anger. Reflects a sense of sexuality, determination, courage, excitement. This may explain why dating sites often use shades of red in their designs.

Warns of danger, calls for action. Used in advertisements, in the design of buttons for online stores. When creating websites, red should be used in combination with other colors. For example, with white or silver.

- Purple is associated with luxury, dreams, power, nobility, mystery, elegance, magic. Softer purples can be used on sites that are associated with romance. Darker ones will work well for projects that reflect wealth and luxury.

- Grey is associated with conservatism, wisdom, seriousness, neutrality. It is usually used as a background to highlight other elements of the site.

- Black and white. Neutral colors are widely used in web design. Black color demonstrates elegance, sophistication, strength, mystery. Black itself is quite overwhelming. It should be a part, but not the main color component of the design.

White reflects novelty, peace, innocence. Some web projects use only these colors for their designs, achieving a sense of cleanliness and simplicity.

A well-chosen website color palette plays a big role not only in attracting visitors, but also helps a brand stand out from competitors.

REFERENCES

1. Color-in-web-design [Electronic resource].-Electronic data. Mode of access:<https://artismedia.by/blog/psychology-of-color-in-web-design/>