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THE INFLUENCE OF WARM COLORS ON HUMAN PSYCHOLOGY

To talk about the influence of warm colors on human psychology, it is worth determining which colors are warm and which are cold. A color spectrum is a series of harmoniously interrelated shades of color used in the creation of works of art. Based on this, warm colors are those that consist mainly of yellow or red (orange, red, yellow), and those that consist mainly of blue (blue, blue, lilac) are cold.

Therefore, we will talk about the influence of red, orange and yellow on human psychology.

•Red color

Red color in psychology means leadership, perseverance, dynamism, but at the same time, rigidity, intolerance, stubbornness, destruction. Red is more often chosen by extroverts, leaders, domineering people, hot-tempered, active, energetic, passionate, reckless, self-confident, but not always ready to admit their mistakes, sometimes not flexible enough and unwilling to give in. Red color has an activating effect on a person: it accelerates the rhythm of respiration and heartbeat, increases blood pressure and muscle tone, all functions of the body become more active. Activation also occurs at the psychological level: the red color in psychology gives energy, vitality, the desire to fight, to act, to achieve what you want. Features of the psychology of red are used in color therapy to create a good mood, vitality and vivacity. However, like any energy drink, with prolonged exposure, red depletes, too

much red exhausts a person physically and mentally, and therefore red walls in the house are far from the best choice. Red is a rather aggressive color that can cause irritation and anger, so you should not be in a room with this color for a long time. Clothing of this color on a person's body makes him more confident, but can also hide insecurity and complexes of shy people.

- Orange color

Orange is less active than red. This color evokes warm feelings in people. If this color is present in a person's life, his life is filled with fun and good mood. Orange can have a positive effect on career growth. This color has a special warmth and radiance. It has a good effect on the performance of people, increases the team spirit. This color has a good effect on the functioning of the brain, as well as on its creative activity. Orange has a special energy that attracts people. If a person wears orange clothes, he reveals his positive sides. He becomes more fun, bolder, he has leadership qualities. It is beneficial as it relieves stress and helps relieve depression. Orange can increase concentration, help during important negotiations and even when establishing friendships. It is safe, this color has no contraindications, so it can be safely used in everyday life. At home, you can also bring orange shades into the child's room, this will help him overcome loneliness and develop positive qualities in himself, as well as in the kitchen, because this color (like red) promotes appetite.

- Yellow color

Yellow makes us feel the harmony of happiness. This color is often associated with warmth and sunshine. People who prefer yellow clothing are often cheerful and guiding by nature. The idea of adding yellow decorative elements is great, because the person's mood will improve from time to time. But it's worth noting that too much yellow can tire the eyes and cause headaches. Yellow is often referred to as a smart color. By its nature, it is capable of enhancing creativity, so yellow shades are recommended to be added at home or in the workplace. You should be careful about the effect of yellow on children; sometimes children react negatively to this color and

may even cry. It is not recommended to observe the yellow color for insomnia. A sunny shade of yellow is a strong impetus to something new, awakens the desire to do something. People surrounded by this color tend to want to communicate and create. To avoid the strong influence of yellow on the human psyche, do not decorate bedrooms, schools and childcare facilities with this color.

So, we can conclude that the colors of a warm spectrum generally carry a charge of cheerfulness and optimism in themselves. But, do not overuse these colors, as they can cause irritation or headaches. Each of these colors has a strong charge of energy, so it is recommended to surround yourself with these colors from time to time.

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