



Available online at www.cajad.centralasianstudies.org
**CENTRAL ASIAN JOURNAL OF
ARTS AND DESIGN**

Journal homepage: <http://cajad.centralasianstudies.org/index.php/CAJAD>



Use of Colors in Different Areas of Design

Shodiyeva Makhfuza Vali qizi

Student, Samarkand State Architectural and Civil-Engineering Institute, Samarkand, Uzbekistan

Abstract

Color is an important part of design. When something makes a bad impression on a person, it affects another person completely differently. Sometimes it depends on what the person prefers, but sometimes it depends on the cultural lifestyle.

ARTICLE INFO

Article history:

Received 14 Apr 2022

Received in revised form 15 Apr

Accepted 16 May 2022

Available online 22 Jun 2022

Key words: design, color, important, color group, product group, white, red, blue, yellow, dress.

Color in advertising. In the world of advertising, color plays a very important role. Psychologists say that 60% of its success depends on the color scheme, which depends not only on the person's emotional state, but also on the appropriate reaction that shapes the emotions. In the West, consumers have long begun to study the properties of color effects.

Color advertising is believed to be stronger than black and white because it more accurately enhances the importance of the goods presented. In doing so, people perceive objects emotionally, make them easier to recognize, and can influence the mind because of their symbolic content. Of course, content and color must match to achieve their goals. A serious problem for ad creators is the right choice. The individual colors in the mutual combination are based on the accumulated experience and represent absolutely specific meanings that lead to associations. Here are some examples:

- brown tones predominate in coffee commercials;
- in the advertising of dairy products - white;
- soft colors are used in the advertising of children's clothing and hygiene products;
- from light cool colors, expressing the vitality of water in the advertising of beverages (non-alcoholic);
- festive unit of three colors for serious music: red, gold and black;
- reds such as pink, orange, purple, red in pop music commercials, reddish-brown colors for heating;
- the color gold can be seen only where something valuable and unique is offered.

E-mail address: editor@centralasianstudies.org

(ISSN: 2660-6844). Hosting by Central Asian Studies. All rights reserved..

Copyright (c) 2022 Author (s). This is an open-access article distributed under the terms of Creative Commons Attribution License (CC BY).

To view a copy of this license, visit <https://creativecommons.org/licenses/by/4.0/>

It can be said that every nation has universal colors, they occupy a dominant position, but if we talk about certain target groups of consumers in different countries, it is necessary to study the standard of living, character to achieve advertising effectiveness, and in any case we conclude on this.

In global advertising practice, goods are usually divided into separate groups. One of the most famous distortions is the color matrix of the product, created in 1994 by Weinberger, Campbell and Brody. The goods in it are divided into groups depending on the financial risk associated with their use and purchase. The authors of the classification scheme identified four groups of brands and colored each of them (Table № 1).

Advertisers and psychologists use their knowledge of different color exposure methods to have a strong impact on the consumer. They help manufacturers through colors to convince the customer to buy their product.

Table № 1 is a matrix of colored goods

Color group	Product group
White	Goods that meet functional needs and require large financial costs to purchase: cars, refrigerators, computers and more.
Red	"Fun" products: expensive sports cars, jewelry, fashion clothes and more.
Blue	goods that meet functional needs, but do not require large investments: laundry detergent, hand tools, etc.
Yellow	emotional products: various pastries, beer, tobacco ...

Table № 2 . Distribution of colors by level is noteworthy

Blue-purple	100%
Dark blue	90%
Turquoise color	85%
Lemon color	60%
Black	47%
Dark purple	42%
Yellow	22%
Blue	17,5%
Blue	14,5%
Brown	9,5%
Ruby color	7,5%

Increasing attention can be achieved by constantly repeating a certain color in an advertising image or video clip. In this case, the colors in the repetition should be similar to each other, because most people remember the color with precision. The essence of the color can also change with the slight addition of white and black or other bright colors, then the color is perceived as cooler, darker, more aggressive and softer.

How can color schemes inspire confidence in a particular product? Results can only be achieved through long-term research. However, there are some general tips. If you look at them as an example of blue and its shades, you will see this.

The color of the dress. Most of us consciously or unconsciously choose clothes that match our natural color, i.e. the colors of our skin, eyes, and hair. When we wear clothes that don't match our natural color, we hear from others that we look bad or that this color doesn't suit us. Ioxannes Itten divided people into categories according to their natural color and seasons: spring, summer, autumn, and winter. Although not everyone falls into the exact scope of these categories because they belong to different races or can dye their hair or change the color of their eyes using colored lenses, the division into categories is how we should do ourselves well. can say. It is also important to know which category you belong to, because each season belongs not only to color, but also to a part of the body.

“Spring” and “summer” people. “Spring” people usually have pink or ivory skin, blue or green eyes, and golden yellow or brown hair. Such people wear light, light-colored clothing, such as pink, peach, lemon, cream, and light green. Such people are often cheerful and passionate.

"Summer" people also have light skin, brown hair, and light brown, often with pink, light blue, or gray eyes. Most importantly, blue and pink dresses suit them. Summer people are confident, friendly, sensitive and serious.

“Autumn” and “winter” people. The color of “Autumn” people is similar to the colors of Autumn: red, brown, and gold. Their skin color is usually gold, yellow is brown and bronze. They often have freckles. Her eyes are green or brown, her hair shines with different shades of red or brown. These types of people dress in fall colors: orange, yellow, and red or yellow.

Most “winter” people have olive or dark skin and different shades of brown. The hair is usually brown or black. These types of people look great in clothes in strong, vibrant colors like red, green, or purple, but they often prefer to wear black or white.

The color palette of spring-type people



The color palette of summer type people



Color palette of autumn type people



The color palette of winter type people



References:

1. ДРОБЧЕНКО Н. В., МУСТАЕВ Б. Б., ҲАМИДОВА ДА Л. Д. Қ. ЖИВОЙ ЦВЕТ В ГОРОДЕ //Харьковский автомобильно-дорожный национальный университет. – 2015. – С. 2015153.
2. Qizi Y. S. M., Muratovna X. U. LIBOS DIZAYNI TA'LIMIDA EKOLOGIK-INNOVATSION MATOLARNING AHAMIYATI VA ZAMONAVIY MODA-KOSTYUM DIZAYN SANOATIGA TADBIQ ETISHNING ISTIQBOLLARI //Oriental renaissance: Innovative, educational, natural and social sciences. – 2021. – Т. 1. – №. 4. – С. 240-251.
3. DeLong M., Martinson B. (ed.). Color and design. – A&C Black, 2013.