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# Patterns of Color Identification and the Psychology of the Environment in the Architectural Space

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### A B S T R A C T

The present paper reviews the psychological effects of colors on humans. With regard to the psychological effects of colors, humans can alter their own conditions and change their moods, temperament, and speed. Colors can even be interfered with in religion and human beliefs. In this paper, we try to explore the colors in terms of psychology, in the end we find that the effects of color on humans are high in their turn, for example, if a person uses a blue color in his environment, and if, vice versa, the red color increases. Today, with busy work and traffic on traffic, human traffic has lost its calm and has weakened the nerves, hence it is trying to regain composure by changing its environment and using psychological and physiological effects of colors.

**Keywords:** Color, Tranquility, Environmental Psychology.

### INTRODUCTION

With respect to the needs, values and goals change the environment and are positively influenced by the transformed environment(Tucker & Izadpanahi, 2017), especially in advanced technology, the effect of human influence on the environment(Joye, 2007; Steg, 2018; Wahurwagh & Dongre, 2016).

Gifford (2007), defines environmental psychology in the reciprocal examination of the person and the physical one. He believes that in such an interaction, the person changes the environment, and at the same time his behavior and experiences are changed by the environment(Manzo, 2017; Wells, Evans, & Cheek, 2016).

The effect of colors in addition to psyche affects human functioning(Jalil, Yunus, & Said, 2012; O'Connor, 2011). The effect of color on blood pressure, respiration, and time is the sample of these effects(Marini, 2019; Palumbo & Di Domenico, 2017). Physiological and accurate physiological responses of solar radiation and artificial environments on the human body are proof of this. The adaptation of the hormonal rhythms is characterized by night, darkness, and light from body responses to colors.

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## **METHODOLOGY**

using descriptive and analytical method and using documentary - library method and in fact for doing research, exploratory studies were conducted from historical documents and statistical sources and then with the study of documents about the topic studied the research process has been completed.

### **Theoretical bases:**

The calmness of the first question that comes into mind is the meaning and meaning of peace. Peace can be viewed as a spiritual state that is not visible, but its effects in everyday life, in tasks, activities, and interaction with other people. When a man is at peace, his soul is comfortable, and his soul moves through progress, as well as in his material life. These are all due to positive energy being transferred from the serenity and environment of life to her, the correct design of spaces makes our environment fresh and give us positive energy. This energy causes our souls to move to excellence in the environment we are(Richmond, 2019).

### **Human needs**

Human is a complex creature motivation is a force that leads and organizer of perception, cognition, or purpose of the human. The behaviors are also used to satisfy needs. Therefore, the recognition of human needs for environmental designers is of particular importance (Kaczorowska, Kain, Kronenberg, & Haase, 2016; Manzo, 2017).

### **Mental and physiological impact of colors on humans**

The effects of color on different psychological and mental states are possible in two ways. The primary effect of color is related to the emotional intake of a famous color(Yang & Li, 2016), which comes from the visible spectrum of color and has been interpreted as a mental sensation.

For example, mild pressure on the eyelids and human exposure under electric shock creates a sense of color for the human being that this impression is visible from the visible effect it's not out of sight. This is because the stimulation of the retina is stimulated by electricity or mild pressure. The effect of colors is the subjective effects of objective colors, and include certain sensations that make the viewer's colors appear(Kose, 2008).

In Switzerland, examined the impact of colors on hypertension, heart rate, respiration rate, physical senses, pain effects and psychological reactions, which achieved considerable results in this regard. Those tests were yellow and red as stimulus colors and green and blue hues. The colors with long wavelength are therefore shorter than the wavelength with short wavelengths(Eisemann, 2000; Kose, 2008).

It is important to note that colors are a special meaning in relation to nature, culture, religious beliefs, and experiences of life. This perception of color is different from time to time between nations and peoples. However, the function of the temporal, temporal, and geographical situations have originated or originated from the culture, religion, and religion of the people. On the other hand, the concepts that once were selected by people for color have been valid in the same period. As an example in the nature of mysticism, the color and color of objects and the color of color are considered by temperament.

In this guise, the narrative is a tradition of the universe of the universe and the world, and they are not always loyal to the outside world. Colors at mysticism in clothing, as a factor, will be the action of the Aref, and at each stage establishes a spiritual position with the vanishing world. ` . And so the artists of the time and place and the Danny steps have come to great stages and create an imagination behind the material. Gifford (2007), was concerned with the effect of

color on the psychological and psychological states of man to various cultural, social and personality elements. According to him, according to tests for children, color is more important than the form and geometry in their minds and is more important. Also, the extrovert are more important than an introvert personality(Gifford, 2007). In Kim (2006) view, it is considered a color spectrum tailored to the four main elements of nature (including air) warm and moist (fire) hot and dry (and cold) and wet (and water) It is described as an example of ignition, versus relaxation and in which the element has a wider range than the other elements.

### **The temporal and spatial effects of colors on humans**

One of the most important and most essential dimensions that in the design of the city and architecture must be taken care of; the process of feeling, perception, and understanding is the environment that paves the way for people. To make the environment consistent and tailored to the behavioral needs of citizens, the citizen must obtain accurate recognition of the relation between man and the environment. in other words, in the environmental design, the relationship between elements and the shape of the environment and its effect on different levels of behavior, emotional and perceived perception of the environment is of particular importance(Vera & Fabian, 2016). Due to the notion of location sense, several factors are involved in shaping this sense. These issues include cognitive, cognitive and physical factors. The color is one of the physical elements of a sense of place.

## **RESULTS**

Ban is the use of any color in architecture), which requires proper recognition of it. Accordingly, in a general assortment of colors the main colors include yellow, blue, red, and sub - colors such as green, purple, orange, greenish - green, bluish - green, bluish - green, bluish - green, and ... that come from the combination of other colors.

### **Yellow Color**



The traits of yellow include clarity, reflection, and radiant quality, quick passage of passage, representing unhindered expansionism, ease obtaining, or relief. Yellow also increases blood and acceleration of pulse and respiration in a similar way red. Yellow color causes optimism and warmth and improves mental activities and increased appetite(Whitfield & Whiltshire, 1990).

### **Orange color**



The property of this heat color is a part of the medium due to warmth, stimulation, and hunger.

### **Red color**



It glows heavily and doesn't turn out easily. Red is a color that is very flexible and refers to different states. It speeds the pulse fast, increases blood pressure and improves breathing. This color is of love, mobility, and energy. Red color makes fun and fun.

### **Green color**



Green is between yellow and blue and is a combination of these two colors. It shows the satisfaction, calm, and hope. The green color is a mixture of knowledge and faith. It gives yellow to the feeling of youth and the strength of the spring. Blue - inclined green indicates the mood of the clergy. It is the coldest color; Green has tended to decline if it becomes dark gray. Blue green also represents a firm determination, stability, and more importantly all resistance to change and increases the sense of pride and superiority over others. The absolute green is the gentlest of colors. Green is the color of harmony and justice. The use of this color in most spaces can be used, and because the color is coordinated, another can be combined.

### **Blue color**



The blue color always notices the insides of the body and is associated with the nerves. People who prefer blue color. Most have pale skin and weak blood circulation. But they have strong and strong nerves. The feature of this color is healing and healing. Blue is a symbol of tension and fatigue everywhere and improves the relationship. The dark blue represents a complete calm. It reduces blood pressure, pulse, and respiration.

### **White color**

In the philosophy of life and the secret of people, it is a sign of many things that are effective and great. The white dress is covered with respect and respect, and white is a sign of the purity of the intention, the purity of conduct, of the soul, a symptom of a divine evil.

### **Pink Color**



The property of this color is calm, the sense of the strength of the heart and the tenderness. It's a color that conveys sense of serenity and evolution.

### **Dark purple color**



It is the color of this color that inspires and gives a sense of purpose and motivation in the individual.

## Brown Color

The property of this color is both the color and color of nature. Though brown is not one of the main colors of the color cycle, it has tremendous power.

## CONCLUSION

With respect to the needs, values and goals change the environment and are positively influenced by the altered environment, especially in advanced technology, which makes the human effect on the environment and speed. Human is a complex being that has material, spiritual, and spiritual motivations. Motivation is a force that is the guiding and organizer of perception, cognition, or targeted behavior of man.

The behaviors are also used to satisfy needs. Therefore, the recognition of human needs for environmental designers is of particular importance. one of the most important and most essential dimensions that in urban design and architecture must be taken care of; the process of emotion, perception and the recognition of the environment that paves the way for people. To make the environment consistent and tailored to the behavioral needs of citizens, the citizen must obtain accurate recognition of the relation between man and the environment.

Due to the notion of location sense, several factors are involved in shaping this sense. These issues include cognitive, cognitive and physical factors. One of the physical elements of induction is a sense of place. The effect of colors in addition to psyche affects human functioning as well.

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The effect of color on blood pressure, respiration, and time is the sample of these effects. Physiological and accurate physiological responses of solar radiation and artificial environments on the human body are proof of this. The adaptation of the hormonal rhythms is characterized by night, night, and light from body responses to colors.

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