

Works Cited

Augustin, Sally. *The Surprising Effect of Color on Your Mind and Mood*. 11 April 2015. Website. 27 February 2020. <<https://www.psychologytoday.com/ca/blog/people-places-and-things/201504/the-surprising-effect-color-your-mind-and-mood>>.

Ault, Alicia. *How Do Colors Affect Our Moods?* 15 December 2015. Website. 26 February 2020. <<https://www.smithsonianmag.com/smithsonian-institution/ask-smithsonian-how-do-colors-affect-our-moods-180957504/>>.

Cherry, Kendra. *Colour Psychology: Does it affect how you feel?* 17 July 2019. Website. 23 February 2020. <<https://www.verywellmind.com/color-psychology-2795824>>.

This webpage effectively discusses the basic ideas of color theory and explains the various psychological effects of colour. The article clearly explains the ways in which colour can influence productivity and consumer purchasing decisions. This piece goes on to clarify that most of these ideas are subjective and can only be scientifically proven to some extent. However, the article does provide many examples of studies that demonstrate the ideas being discussed. This was a very helpful webpage in terms of gaining a basic understanding of the concepts as well as learning about more in-depth pathways of knowledge.

Decker, Kris. *The fundamentals of understanding colour theory*. 2017. Website. 25 February 2020. <<https://99designs.ca/blog/tips/the-7-step-guide-to-understanding-color-theory/>>.

This article effectively provides a basic description of colour theory and some of the psychological effects of colour. The webpage focusses on the colour wheel and further continues to discuss colour schemes, hue, shade, tint, and tone, and complementary, analogous, and triadic colours. This article was able to provide me with a basic understanding of the key elements of colour so that I could continue forward in the narrower direction of the ways in which colour affects us psychologically.

Edwards, Vanessa Van. *Color Psychology: Understanding How Color Choices Affects Our Behaviour* Helen Raptis and Dave Anderson. 2012. Video. <<https://youtu.be/ahatVZtk5z8>>.

McLendon, Kelly. *Your Brain, On Color*. 26 April 2011. Website. 26 February 2020. <<https://www.funderstanding.com/brain/your-brain-on-color/>>.

Saleh, Naveed. *What's Your Favorite Color? (and Why Your Answer Matters)*. 22 January 2016. Website. 27 February 2020. <<https://www.psychologytoday.com/ca/blog/the-red-light-district/201601/whats-your-favorite-color-and-why-your-answer-matters>>.

This article provides a clear and concise overview and explanation of ecological valence theory and how it relates to colour preferences. This idea allowed me to open up a slightly new door of exploration off of my inquiry about how colour has a psychological affect on us. I will include a summary of ecological valence theory in my final demonstration of different colours.

Schloss, Karen B., Daniel Hawthorne-Madell and Stephen E. Palmer. *Ecological influences on individual differences in color preference*. 14 August 2015. Website. 27 February 2020.
<<https://link.springer.com/article/10.3758/s13414-015-0954-x#citeas>>.

Under the Influence from CBC Radio. "Colour Schemes: How Colours Make You Buy." 10 January 2019.
25 February 2020.

This podcast effectively discusses some of the ways in which colour can have a psychological effect on us. Specifically, it narrows in on marketing and how colour is used immensely in attracting customers. In my final demonstration of learning, I will include points in each colour section explaining whether or not the colour might be a good fit for a marketing advertisement or store.

Wright, Angela. *Psychological Properties of Colours*. 2008. Website. 26 February 2020.
<<http://www.colour-affects.co.uk/psychological-properties-of-colours>>.

This webpage provides an in-depth explanation of many different colours and their effects on our minds. This article gave me an understanding of the colours I am focussing on. In my end product, this page will prove quite useful in allowing me to create my own description of each of these colours.