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## Colour Psychology

By Goteti Himabindu, N.V.S. Suryanarayana, Neelima Vangapandu

APH Publishing Corporation, 2011. Hardcover. Book Condition: New. In this book contains Seven Wonderful Chapters. Chapter-1 shows that Colour definition, History of colour perception, introduction to colour Psychology and how colour affects psychologically to human beings. According to Carl Jung, deep down in human`s psyche is collective unconscious where there are content of archetypes, the Original Pattern or Model from which other Things of the same kind arc made. Those are the Foundation Images that are developed and formed from our ancestors through thousands of years. Colour is a part of our psychological and Biological Heritage therefore sometimes we response to colour in certain way, for example, we think that Red is hot and blue is cool, these are found to be Universal responses. But colour is also quite personal since each individual has their own personality and their preferences of colour arc diverse. As Jung also mentioned about the extravert and introvert type of personality and it is found that these types of personality have dissimilar colour preferences : the extraverted personality type has a greater tendency toward more intensive stimulation, so they arc enjoyed more in colourful surroundings, while introverted personality type of people are more favour lower...



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