

ABSTRACT

CREATIVE PROJECT: Color Theory and its Applications in Marketing as it Relates to Color Psychology

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DATE: May 2018

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This creative project has presented a comprehensive overview of the effects that color theory and color psychology have on marketing, specifically if selecting a certain color scheme rule has an effect on purchase intent. This project produced three thirty second video advertisements that are all exactly identical except each practically implements a different color scheme rule based on the same main color. The three color scheme rules used in these commercials are analogous, triadic, and complementary. The media pieces were created to be targeted towards the age demographic of 18-25 and showcase the everyday use of a Bluetooth speaker. This qualitative analysis, along with the media pieces produced as a part of the project, will serve as a foundation for future quantitative studies that can examine the role of color scheme rule selection and whether or not that has an effect on purchase intent.