ABSTRACT

CREATIVE PROJECT: How the properties of color effect visitor experience in an exhibit space.

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Colors have been proven to affect people emotionally first and secondly by the visual environment (Jalil et al, 2012). The effect of color is important in the influential power it has over people’s mood, behavior, and emotions. The power of color in art museums has the ability to enhance the art and transform the space. The study of color is such a complex area that there is still limited research on specific properties and effects. This creative project focuses on how visitors react to color properties affecting different styles of paintings in an exhibit space. By looking into the combination of how colors affect people emotionally and visually specifically in an exhibit environment, this project uncovers how different styles of art against varying color properties of orange can evoke specific preferences in the visitor.