

Top Tips: Using colour to convey emotion

“Colours like features follow the changes of the emotions”
(Pablo Picasso)

Here are some tips about how to use of colour in your chalk pavement art to convey emotion:

- Red can be used to portray both positive and negative emotion - excitement, passion, anger and death. Use red backgrounds or redden eyes of endangered species to provoke an emotional response to your artwork.
- Orange generates warmth within a picture, particularly when used in the background. Adding an orange tint to a person's outline portrays pride and ambition. If used more liberally to add brightness, orange can be used to signify danger or warnings.
- Yellow is a dynamic colour which can be used to great effect in art that focuses on the destruction of habitats, linking to fire, sickness or simply the wilting and death of green foliage.
- Green is quieting, refreshing and reassuring. Green symbolises the foundation of life. Using green and yellow thoughtfully in your endangered species pavement art will emphasise the delicate balance between life and death.
- Blue has qualities that oppose red. Just as the skies extend into infinity, blue is described as dependable, cool and constant. Blue does not waiver. Blue depicts devotion, piety and sincerity. Blue combined with black however signifies sadness and can be used very effectively in shading to evoke a melancholy feel.
- Purple should be used sparingly as it is the most biologically unnatural colour in the artist's palette, generally appearing as flower petals or blossom. Being a blend of red and blue, the two ends of the emotional spectrum, purple has a dynamic effect. If used in large areas the colour can disturb the focus of the eye while retaining an aesthetic appeal connected to wealth and royalty. In its darkest shades or mixed with black purple portrays despair, a sense of loss or desperation.
- Black shades on objects give an impression of weight, strength and depth. When used in larger areas or as a background colour, like the blackness of outer space, black implies a vast emptiness and a more foreboding perception of infinity than the blue skies effect. Black is a mournful colour and can be used effectively with greyscale to depict grief and sadness.