

Color Theory Blog 1

Part #1)

A personal experience I have had recently with color and emotions would be playing the video game Avatar: Frontiers of Pandora, an expansion of James Cameron's Avatar franchise.

1.A

I noticed the game uses color in very intentional ways, and it strongly affects how I feel while playing. If you know anything about the films, you know how stunning the visuals are on the alien planet Pandora, and that same idea carries over to the video game. When I explore Pandora's natural environments, the colors are bright, saturated, and so full of life. There are colors ranging from glowing blues, deep greens, soft purples, and warm bioluminescent yellows, and these colors only get more vibrant and bioluminescent at night. These colors have a way of making me feel calm, curious, and emotionally connected to the world of Pandora. The environment feels alive but also peaceful, even when I'm just walking through the forest and not flying on the dragon-like creature called an Ikran. The heavy use of blue and green specially makes me feel relaxed and grounded to the story and environment, which fits well with the Na'vi's (the alien protagonists) connection to nature.

But in contrast, when I enter areas controlled by the RDA (the human antagonists of the story/game), the colors completely change. These areas use a lot of dull grays, dark red, black, and dull orange. The lighting is harsh and cold giving a dystopian industrial look, and there's very little color variation. These colors make me feel tense, uncomfortable, and almost stressed. Red and orange are often linked to danger and aggression, and in the game, they clearly signal that you are in a hostile place. The lack of natural color makes these areas feel lifeless and just wrong compared to the rest of Pandora which is vibrant and beautiful. This experience also connects to everyday life, like advertising or product design. Bright, appealing colors can make a product feel exciting or trustworthy, just like the colors in Avatar: Frontiers of Pandora can guide your emotions and choices. Color isn't just decoration, it can shape how you feel, what you notice, and even what you value.

1.B

I think there is a lot of reasons my culture around me naturally influenced me towards this product. The main one being the cultural impact of the Avatar franchise on my

generation. The first film released when a lot of us were kids and the sequel released when most of us were teenagers or early adults, which created hype and excitement for the film, waiting over 13 years for a sequel to release, which then made the fanbase explode for my generation. Now with the 3rd film out in theaters, these films have majorly impacted my culture, which therefore naturally led to me to trying out the videogame that was getting a lot of praise online. After downloading the game and playing for a bit I immediately fell in love with the game, because it is the closest thing to actually living out life on the planet Pandora and living like a “real” Na’vi.

But the other reason my culture around me naturally influenced me to the franchise, would be the new ideas James Cameron has put into the last 2 films, which is very similar to the Narnia series. I am a Christian and have been my whole life and I noticed the character Kiri in the 2nd and 3rd films is a very on the nose representation of Jesus. For example, she was born from a virgin Avatar, she is the “daughter of Eywa” (Eywa is technically God), she has super powers with the forest and nature around her, and finally in the 3rd film she performs her first miracle, giving a human the ability to breath Pandora’s toxic air. All these reasons added on to the fact that I am a Christian myself, automatically made me drift toward this franchise and eventually this game.

Part #2)

In many Western cultures like ours, the color white is usually associated with purity, weddings, and new beginnings. However, in several East Asian cultures, including China, white has a very different meaning. In Chinese culture, white is strongly connected to death, mourning, and funerals, a large contrast to us wearing black for funerals. Because of this association, white is generally avoided at celebrations like weddings or birthdays, since it can be seen as unlucky or inappropriate in their culture, so for wedding the bride usually wears red instead of the Western tridiagonal white dress. This meaning comes from long-standing cultural and spiritual beliefs. White is linked to the idea of emptiness, the afterlife, and the end of a life cycle. While it may seem neutral or even peaceful to Western audiences, in China it can bring feelings of sadness or loss to people. This difference shows how color meanings are not universal and depend heavily on cultural context to truly understand their meanings. Understanding these differences is important in global advertising, fashion, and design. A company using white to suggest purity or luxury in Western countries could accidentally send the wrong message to Chinese markets. This example highlights how color can communicate very different emotions and meanings depending on culture.

Part #3)

Color theory is used in many real-world places to influence people's mood and even their behavior. One common example is advertising. Many companies choose specific colors for logos and packaging to make the consumer have certain feelings. Red is often used by fast-food brands because it can increase hunger and make people act quickly. Blue is popular with banks and tech companies because it feels calm and trustworthy, which can help customers feel more comfortable. Color theory is also used in interior design. Hospitals often use light blues and greens because they help reduce stress and make people feel calm, similar to banks. Gyms, on the other hand, use brighter colors like red or orange to increase energy and motivation. But schools and offices often use softer or neutral and even dull colors to help people focus and not get distracted. While movies, TV shows, and video games use color to set the mood, they use a wide varicosity to make the player or view feel different emotions at different specific times. For example, dark colors can create fear or tension, while bright colors can show safety or happiness.

Part #4)

Sticking with the theme of Avatar, movie trailer that clearly showcases successful color theory is the official trailer for Avatar: Fire and Ash. In this trailer, color is used deliberately to shape the emotional tone and storytelling of the movie. One of the most striking visual choices in the trailer is the contrast between the ashen gray and fiery red colors of the new antagonist, the Ash People's environment and the more familiar blues and greens of Pandora's natural world in earlier films. The gray and dull tones convey devastation and loss, showing how volcanic destruction that has driven the Ash People away from a symbiotic relationship with nature and toward bitterness and survival. These muted, heavy colors create a mood of desolation and tension, making it clear that this part of Pandora is harsh and dangerous without human presents which is far from what you will be used to. On the same note the red and black war paint worn by characters like Varang and Quaritch are both seen in scenes highlighting aggression, anger, and conflict. Red is a color that often signals danger, passion, and intensity, and in the trailer, it visually represents the Ash People's fiery worldview and emotional state. Their red-heavy palette stands in direct contrast to the cooler colors associated with Eywa and the traditional Na'vi clans which are traditionally filled with blues and greens, suggesting ideological division and cultural conflict. This use of color helps viewers emotionally see the stakes and

themes of the story. As a result, color becomes more than decoration, but it becomes a storytelling tool that highlights mood, character, and worldbuilding throughout the trailer.

Part #5)

It is very important to understand how a culture's language influences people's perception of color, because language shapes how individuals recognize, describe, and even emotionally respond to colors. Different languages split and label colors in different ways, which can affect how people notice differences between shades. For example, some languages have multiple words for what English speakers simply call "blue," while others may group blue and green under one word. Due to this, people may see color boundaries differently based on the words available in their language. Language also connects color to meaning and emotion. The words used for colors often can carry cultural associations, traditions, and values. If a color word is connected to mourning, danger, or celebration in a language, people raised in that culture are more likely to feel those emotions when they see that specific color. This matters in areas like marketing, design, and media, where colors are used to communicate messages. Without understanding cultural language differences, colors can send the wrong message if the culture of that color is not seen. Overall, language influences not just how colors are named, but how they are understood and felt.