

MED 370 Color Theory Blog #2

1. This poster, from what I can tell, uses an analogous color scheme. This is because it is filled with different shades of green that blend together, but the bright purple scarf adds a "complementary" pop of color to make the character stand out even more. Looking at the big eyes and the fuzzy, glowing texture, the genre is clearly an animated family comedy, most likely being associated with Disney (guessing from an outside view). If I hadn't seen the movie or knew anything about it, my first impression of the story is that it's about a character with a huge "attitude" problem. Her crossed arms and judgmental looking side-eye make her look totally unimpressed with something or even "grossed out". Since she is bright green, a color we often link to being sick or envious, you can guess the plot involves her being very picky, sarcastic, or perhaps a bit of a "mean girl". The title *Inside Out* makes it feel like we are getting a literal look at a specific personality traits or moods, and you could guess her character will be showing a specific mood based on the context of colors.
2. The poster is for what looks like a movie titled "It Follows". It uses a complementary color scheme that focuses on the sharp contrast between cool and warm tones. The glowing, neon blue title and interior lights clash against the gold paint of the car, creating a sense of visual tension in the poster. Based on the dark, foggy setting and the text explicitly calling it a "the best horror movie in over a decade" in the critic tag lines on the poster, the genre is clearly Horror or a Supernatural Thriller. My initial emotional reaction is a feeling of paranoia and even a sense of dread. The way the car is isolated in a dark, empty field makes the characters look incredibly vulnerable in the poster. Because the title says "It Follows", I assume the story is about an invisible or unstoppable threat that is constantly hunting the protagonists in some way or another. The image of the couple inside the car may suggest that the story might involve a curse or a danger that appears when people think they are safe or alone that "follows" them throughout the film. Overall, it feels like a slow, creepy movie where the main characters are always being watched from the shadows.
3. Assuming I haven't seen this movie the poster for what appears to be an Avengers film based on the logo in the top right corner and what you can assume to be the Hulk on the poster, uses a complementary color scheme once again to create high visual impact. The use of the Hulk in the center of the poster provides a strong contrast against the red glowing eyes of the robots and the red "Avengers" logo in the corner. These opposing colors make the action feel more intense and energetic. Given the presence of the Hulk, robots, and the famous

Avenger's logo, the genre appears to be an Action/Sci-Fi or Superhero film. My initial emotional reaction is one of pure adrenaline and excitement. Because the character is being swarmed by a literal army of robots, you can assume the story is about an underdog struggle where brute strength is being tested by superior numbers and most likely teamwork, due to it being an Avengers film. The screaming expression and tensed muscles may suggest a high-stakes battle where the heroes are pushed to their absolute limits. It looks like a classic "one against many" story where the protagonists must fight their way out of a desperate situation.

4. The poster for what appears to be *Jimi: All Is by My Side* based off the words on the poster, once again uses a complementary color scheme, contrasting deep purple tones with a bright yellow background to create somewhat of a psychedelic look. Based on the iconic feathered hat, the guitar at the bottom, and the name "Jimi," the genre is most likely a Biographical Music Drama. My initial emotional reaction is a feeling of soulful reflection. The way the main character has his eyes closed in profile makes the story seem personal and quiet, rather than just a loud concert movie. I assume the plot focuses on the private life and inner thoughts of the artist, diving deep into the biographical character. Because the two women are layered inside his silhouette, I'd guess the story is about how his relationships and the 1960s culture influenced his music. The dreamlike colors suggest a moody, artistic film that explores a major person of music history.

5. Crossmodal associations happen when our brains naturally link two different senses, like sound and sight. In media, these links are used to control things like our emotions and how we process information. For example, people usually connect high-pitched sounds with small, bright objects and low, deep sounds with large, dark shapes and objects (like small characters with high pitched voices like mice and larger character like giants with deep voices). Additionally, in movies, if you see a giant villain, the music will usually be loud and deep to match the scale, which makes you feel more intimidated while watching. In advertising, fast-paced music is often paired with bright colors like red to make a product feel exciting and high-energy. In video games, a sudden loud noise can instantly pull your eyes to a specific part of the screen, which shows how audio directs our focus. When these cues match up, the experience feels more real and immersive and stays in our memory longer because our brain doesn't have to work as hard to understand what is happening in the game.

- 6.** Synesthesia is a unique condition where one sense, like hearing, automatically triggers another sense, like seeing colors. For people with synesthesia, art and music are not just separate things, but they are blended into one singular experience. This sensory mixing can lead to incredibly creative work because the artist is literally in a sense, "seeing" the music they create or "hearing" the colors they paint. One famous example is the musician Pharrell Williams, who has a type of synesthesia called chromesthesia. When he listens to music, then he sees colors and textures. He uses these visuals as a guide, and if a song doesn't "look" right to him, he knows the sound needs to be changed. Another good example is the painter, Melissa McCracken. She hears songs and sees them as beautiful, abstract waves of color. She then paints exactly what she "sees" in the music of bands like Radiohead. Even though most of the audience doesn't have synesthesia, we still can feel the emotional impact of these deep connections. It makes the art feel more intentional and even vibrant in a way, giving us a look into a totally different way of perceiving art and the world as a whole.

- 7.** Color associations significantly influence how we write, perform, and hear music. Composers and performers often use "tone color" to describe the "mood" of a piece. In classical music, many listeners link specific keys to colors, like C Major feeling like white (pure) or D Major feeling like yellow (bright and happy). These connections happen because our brains naturally pair "bright," high-pitched sounds with light and warmer colors and "dark" and low-pitched sounds with deep and cooler colors. But in modern music, these links are used to trigger specific emotions. For example, blues music is literally named after a color we associate with sadness. During live concerts, artists use stage lighting to match the "weight" of the music, like deep reds and blacks for heavy bass or soft greens for peaceful and ambient sounds. Research shows that when the music and color match, the audience feels a much stronger emotional connection to the performance and the concert as a whole.

Sources –

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