



THE COLOR GREEN

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COLOR THEORY

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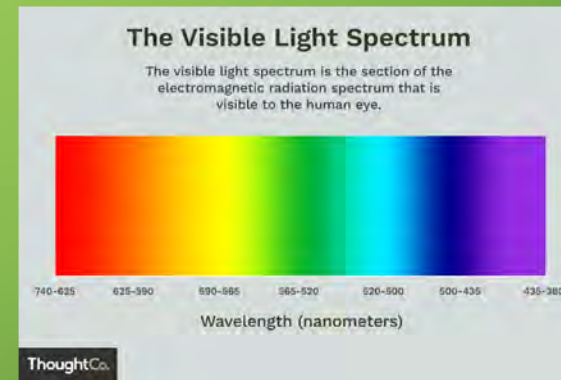
LASALLE COLLEGE JAKARTA

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INTRODUCTION TO THE COLOR GREEN

- Green is a secondary color made via yellow and blue
- Sits between yellow and blue in the visible spectrum and color wheel
- One of the 3 significant colors in RGB



Li, Marina. "Visible Light Spectrum." *What Is the Visible Light Spectrum?: Understanding the Colors That Make Up White Light*, ThoughtCo., 14 Feb. 2020, <https://www.thoughtco.com/the-visible-light-spectrum-2699036>.



Scott, Dan. "Color Wheel." *A Guide To The Artist's Color Wheel (Plus How You Can Make Your Own)*, Draw Paint Academy, 23 Aug. 2018, drawpaintacademy.com/artists-color-wheel/.

HISTORY OF THE COLOR GREEN

- Green has been with us since the beginning of time
- The color green had a challenging yet rich history
 - Did not appear as a natural pigment at first
 - Its pigments were historically one of the most poisonous

ANCIENT GREEN

- Many ancient attempts were done to make green
- Ancient Egyptians primarily used green in the forms of natural earth and the copper mineral malachite
 - Green symbolized regeneration and rebirth in ancient Egypt
- Ancient Romans create a green hue known as verdigris
 - This particular green was used for mosaics, frescos, and stained glass

RENAISSANCE GREEN

- Clothing color in the Middle Ages symbolized one's profession and social rank
- During the time, merchants, bankers, and the gentry wore green
- Natural materials helped to create more green pigments, which eventually faded



Taggart, Emma. "The Arnolfini Portrait' (1434) by Jan Van Eyck." *The History of the Color Green: From a Poisonous Pigment to a Symbol of Environmentalism*, My Modern Met, 16 June 2020, mymodernmet.com/history-of-the-color-green/.

TOXIC GREEN

- In 1775, Swedish chemist Carl Wilhelm Scheele used arsenite to make a bright yet deadly green called Scheele's Green
- Replaced earlier mineral and vegetable dyes when the 19th century neared its end
- People started to get sick because of the color
 - Believed that Scheele's Green was Napoleon Bonaparte's cause of death



Kelleher, Emma. "EMBROIDERY WOMAN, GEORG FRIEDRICH KERSTING, 1817." *Scheele's Green, the Color of Fake Foliage and Death*, *The Paris Review*, 2 May 2018, <https://www.theparisreview.org/blog/2018/05/02/scheeles-green-the-color-of-fake-foliage-and-death/>.

WHEN IS GREEN USED?

- In architect and designer projects, such as interior designs
 - The color used as a symbol of calmness and serenity
 - Natural color choice for interior design backgrounds or backdrops
- Frequently conveyed to showcase health products or environmental ideas
 - Connection with the natural world and healthy living
- Ability to help advertise medical products
 - Green can ease depression and anxiety



Homewings Editorial Team. "Interior Design Green." *Dark Green: The Interior Trend You Need Right Now & How to Style It*, Homewings, 6 September 2017, <https://homewings.co.uk/magazine/dark-green-interior-trend-you-need-right-now/>.

WHERE CAN YOU FIND GREEN?

- Green is the most common color found in nature
 - Many animal species eventually adapted green colorings to camouflage themselves
- Green is also found in certain minerals, such as emerald and jade
- Highly popular and attractive color in designs due to connection with wellbeing and the environment



Bourn, Jennifer. "Green Leaves." *Color Meaning: Meaning of The Color Green*, BournCreative, 25 January 2011, <https://www.bourncreative.com/meaning-of-the-color-green/>.

OTHER NAMES FOR GREEN

- The PIE (Proto-Indo-European) word *ghre* means “grow”
- Had different names in subsequent languages
 - *grene* (Old Frisian)
 - *graenn* (Old Norse)
 - *grown* (Dutch)
- Old English word *grene* meant the color green

POSITIVE ASSOCIATIONS WITH GREEN

- In the present day, green is now associated with the environment
- Represents sustainability and eco-friendliness
- Green can also represent certain positive feelings
 - Symbolizes a sense of life, energy, good luck, etc.
 - New growth and rebirth
 - Balanced, healthy, and youthful personality

NEGATIVE ASSOCIATIONS WITH GREEN

- Green can symbolize jealousy, i.e. green with envy
- Can also symbolize greed, ambition, and wealth
- Excessive amounts of green can result in emotional negativity, e.g. laziness, moodiness, depression
- Too little of green can cause apathy and being afraid of rejection

OTHER MEANINGS ASSOCIATED WITH GREEN

- *Green-eyed monster* means a jealous person
- *Green thumb* means someone is good with plants and gardening
- Combining blue and green represent nature; brown and beige combined with green represent organic materials
- *Grass is greener* means something newer/better
- Christmas color

USES OF GREEN IN GLOBAL CIVILIZATIONS

- Symbolizes luck and prosperity in USA and Ireland
 - Significant color of St. Patrick's Day celebrations
- Green represents different things in other cultures
 - The color of independence in the Mexican flag
 - Color of eternity and vitality in Japan
 - Sacred color of Islam



Olga. "Shamrocks." *Meanings of Colours Around the World*, Bidroom, 22 June 2018, <https://www.blog.bidroom.com/meanings-of-colours-around-the-world/>.

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