

Kelly Prendergast

ICM528 - Content Creation

Bibliography

## **Academic Research / Scholarly Articles**

Elliot, Andrew J. "Color and Psychological Functioning: A Review of Theoretical and Empirical Work." *Frontiers in Psychology*, vol. 6, Apr. 2015, <https://doi.org/10.3389/fpsyg.2015.00368>.

*Reviews how color perception has been theorized since Goethe (1810), yellow evoking warmth/excitement, and how Goldstein (1942) and later researchers linked color wavelengths to physiological and emotional responses. Building on these foundations, evolutionary frameworks propose that red conveys dominance based on associations with blood flow, while empirical work has shown how colors like red and blue uniquely influence motivation, attraction, and evaluation. Even as color research has grown, the author warns that both theory and empirical studies are still maturing, often hampered by underpowered samples, imprecise color control, and overly simplistic frameworks. More nuanced, mid-level theories and rigorous methodology are needed before practical applications can be confidently implemented.*

Jonauskaitė, Domicela, and Christine Mohr. "Do We Feel Colours? A Systematic Review of 128 Years of Psychological Research Linking Colours and Emotions."

*Psychonomic Bulletin & Review*, Jan. 2025, <https://doi.org/10.3758/s13423-024-02615-z>.

*The authors aggregated data from 132 empirical studies to systematically map how basic color categories correspond to emotional dimensions and discrete emotions. They found that light vs dark hues broadly align with positive vs negative emotions respectively; red emerges as a high-arousal, empowering color tied to both positive and negative emotions; yellow and orange evoke high-arousal positive states; blue, green, green-blue, and white correspond with low-arousal positive feelings; pink with generally positive emotions; purple with empowerment; grey with low-arousal negativity; and black with high-arousal negativity. Importantly, they argue these color-emotion patterns exhibit a many-to-many mapping influenced by hue, saturation, and lightness, not simple one-to-one associations, and likely reflect shared communication needs across cultures. However, the review cautions that while associations are strong and consistent, it's still unclear whether simply experiencing those colors can causally evoke the associated emotions in concrete contexts.*

Meng, Yuan, and Wei Liu. "Design Nature': A Color Interpretation of Bauhaus School Building in Dessau and Its Conceptual Origins." *Frontiers of Architectural Research*, vol. 14, no. 1, Feb. 2025, <https://doi.org/10.1016/j.foar.2024.06.012>

[www.sciencedirect.com/science/article/pii/S2095263524001043#sec2](https://www.sciencedirect.com/science/article/pii/S2095263524001043#sec2).

*"3.3. The color theory of Bauhaus" explores how Bauhaus redefined color as both a scientific and expressive tool in architectural design. It emphasizes the school's integration of color with function, structure, and human perception, especially through the teachings of Johannes Itten and Josef Albers. Their experimental approaches laid the foundation for using color as a spatial and psychological element in modern architecture.*

## **Webpage**

"Color Psychology: A Guide for Designers, Marketers and Students." *Color Psychology*, 14 Apr. 2025, [www.colorpsychology.org](http://www.colorpsychology.org).

*A brainy yet approachable site guiding readers through why colors get under our skin, touching on biology, cultural baggage, and perception. At its core, the site defines color psychology as how hues shape mood, behavior, and physiological responses and makes it clear that associations vary by culture and context rather than stemming from some universal truth. The site offers deep dives into individual colors; like blue promoting calm and trust, yellow sparking energy and mental clarity (but also over-stimulation), green offering healing and renewal, red stirring passion and urgency, and pink soothing with vulnerability and femininity. It also unpacks design tools like the color wheel and warm vs. cool color dynamics for harmony and emotional impact in graphic, web, UX, marketing, and interior design.*

Casciato, Maristella, et al. "Color." The Getty Research Institute, 10 June 2019,

[www.getty.edu/research/exhibitions\\_events/exhibitions/bauhaus/new\\_artist/form\\_color/color](http://www.getty.edu/research/exhibitions_events/exhibitions/bauhaus/new_artist/form_color/color).

*Highlights Johannes Itten's pivotal role at the Bauhaus, especially through his reworking of Runge's *Farbenkugel* into a flattened color star (1921), showcasing 12 hues across seven light values (white to black) to explore seven contrast types: hue, value, temperature, complementarity, analogy, saturation, and extension. Itten's approach was deeply sensorial and spiritual. His Preliminary Course (1920–22) trained students to respond to material, texture, and color intuitively, integrating mystical practices and individual expression to "liberate the creative forces". In essence, Itten established the foundational color teachings at Bauhaus: a systematic yet expressive framework that fused scientific color contrasts with personal, psychological sensitivity.*

“Creation Tips.” TikTok Creator Academy,

[www.tiktok.com/creator-academy/articles/creation-tips](https://www.tiktok.com/creator-academy/articles/creation-tips).

*A series of articles that give advice based on various best practices for posting content on TikTok.*

## **Online Articles**

MSEd, Kendra Cherry. “Color Psychology: Does It Affect How You Feel?” Verywell

Mind, 20 Feb. 2024, [www.verywellmind.com/color-psychology-2795824](https://www.verywellmind.com/color-psychology-2795824).

*This article introduces the foundational concepts of color psychology, exploring how different hues can influence mood, behavior, and physiological responses. It outlines the psychological effects of specific colors (red for energy, blue for calm) and notes how cultural and personal factors shape perception. Though not academic in tone, the article provides a well-organized overview suitable for understanding the practical implications of color in areas like branding, design, and emotional well-being.*

Abaev, Boris. “The Psychology of Color: 5 Ways You Can Use Color to Build Brand Identity.”

Forbes, 3 Aug. 2023,

[www.forbes.com/councils/forbestechcouncil/2023/08/03/the-psychology-of-color-5-ways-you-can-use-color-to-build-brand-identity](https://www.forbes.com/councils/forbestechcouncil/2023/08/03/the-psychology-of-color-5-ways-you-can-use-color-to-build-brand-identity).

*This article outlines practical applications of color psychology in branding, emphasizing how strategic use of color can shape consumer perception, strengthen recognition, and evoke emotional responses. Abaev highlights five key approaches, such as integrating color into logos, packaging, and overall brand presence, making it a relevant resource for research on color in marketing, UX, and design.*

Sargsyan, Gayane. “Color Theory for Beginners: Itten’s Color Wheel.” Movavi, 7 Aug. 2020,

[www.movavi.io/color-wheel-en](https://www.movavi.io/color-wheel-en).

*This accessible guide presents Johannes Itten’s iconic 12-part color wheel, rooted in Bauhaus teachings, and his rules for harmonious color combinations (complementary, triadic, tetradic, analogous), which remain fundamental to visual storytelling in photography and video. It explains how color theory supports mood and emphasis in creative media, making it a practical resource for understanding the psychological impact of hue relationships.*

London Image Institute. "Color Psychology: How Do Colors Affect Mood and Emotions?"

London Image Institute, 5 Feb. 2020,

[londonimageinstitute.com/how-to-empower-yourself-with-color-psychology](https://londonimageinstitute.com/how-to-empower-yourself-with-color-psychology).

*This article offers a concise and accessible exploration of how color influences perception, emotion, and behavior, particularly through personal style and communication. It emphasizes the idea that colors are more than cosmetic; they convey intent and shape how we're seen. For example, blue is shown to foster trust and calm, red suggests confidence and energy, and softer pastels evoke approachability. The piece is tailored to image consulting and personal branding, showing how individuals can deliberately use color to enhance their professional presence and impact.*

Burton, Elizabeth. "What Can Color Psychology Tell Us About Interior Design Trends?" Laura

U Design Collective, Sept. 2024,

[laurau.com/what-can-color-psychology-tell-us-about-interior-design-trends](https://laurau.com/what-can-color-psychology-tell-us-about-interior-design-trends).

*This piece explores how color psychology informs current and emerging interior design trends, highlighting why neutral and earthy tones (like beige, gray, and soft whites) are favored for promoting calm and stability, while warmer neutrals and richer earth tones are beginning to add depth and emotional nuance to spaces. It also points toward future trends blending biophilic hues like soft greens and sky blues with personalization via smart-home color tech, reflecting a design evolution centered on well-being, sustainability, and dynamic atmospheres*

"8 Tips for Becoming a Successful TikTok Creator." TikTok Creator Academy, Apr. 2025,

[www.tiktok.com/creator-academy/en/article/8-tips-for-becoming-a-successful-TikTok-creator](https://www.tiktok.com/creator-academy/en/article/8-tips-for-becoming-a-successful-TikTok-creator).

*This guide distills eight essential strategies from TikTok's official Creator Academy aimed at content creators looking to grow on the platform. Recommendations emphasize creating compelling hooks, leveraging trends with unique twists, maintaining posting consistency, understanding algorithm factors like watch time and engagement, and using TikTok's Creator Search Insights to identify emerging content opportunities. The tone and source reflect TikTok's official best practices, making this a highly credible and actionable reference for creator growth strategy.*

## **Blogs**

Ciotti, Gregory. "Color Psychology: How Colors Influence the Mind." Psychology Today, 20 Aug. 2014,

[www.psychologytoday.com/us/blog/habits-not-hacks/201408/color-psychology-how-colors-influence-the-mind](http://www.psychologytoday.com/us/blog/habits-not-hacks/201408/color-psychology-how-colors-influence-the-mind).

*Ciotti critically examines popular assertions in color psychology, especially those tied to marketing and persuasion, highlighting that while broad patterns exist, effects are often overstated and muddled by individual, cultural, and contextual variables. Citing studies showing up to 90% of first impressions hinge on color and that the appropriateness of color to brand identity outweighs the color itself, the piece emphasizes the complexity of color's influence and warns against overgeneralization.*

Maybray, Bailey. "Color Psychology: How to Use It in Marketing and Branding." The Hustle, 16 Aug. 2022, [blog.hubspot.com/the-hustle/psychology-of-color](https://blog.hubspot.com/the-hustle/psychology-of-color).

*This insight-packed article breaks down how color choices influence consumer behavior, highlighting that up to 90% of initial impressions hinge on color, and visuals alone drive 93% of purchase decisions. It walks through compelling brand-building tips, showing how entrepreneurs can align color with emotion and identity, from tapping cultural associations to subverting expectations for standout branding.*

Scout, Help. "Color Psychology in Marketing and Branding Is All About Context." Help Scout, 8 Aug. 2024, [www.helpscout.com/blog/psychology-of-color](https://www.helpscout.com/blog/psychology-of-color).

*This article critically examines the limitations of oversimplified color psychology, avoiding flashy infographics in favor of nuance and context. Ciotti argues that while color profoundly shapes consumer perception (with up to 90% of snap judgments tied to it), personal experience, culture, and situational use muddy any universal meanings. It's a refreshing, grounded resource that insists color strategies in branding, marketing, UX, and interior design be rooted in context, not clichés.*

Adobe Express. "Colour Psychology in Marketing: Choosing the Right Palette." Adobe Express, 26 Mar. 2024,

[www.adobe.com/uk/express/learn/blog/colour-psychology-in-marketing](https://www.adobe.com/uk/express/learn/blog/colour-psychology-in-marketing).

*This article delves into how colors influence consumer emotions and behaviors, emphasizing their pivotal role in brand perception. It explains that colors like red can stimulate urgency, while blue*

*conveys trust and professionalism. The piece also highlights the importance of cultural context and consistency in color usage across branding materials. By strategically selecting colors, brands can enhance recognition and foster deeper connections with their audience.*

**"The Psychology of Color in Graphic Design." RMCAD, 3 Feb. 2025,**  
[www.rmcad.edu/blog/the-psychology-of-color-in-graphic-design](http://www.rmcad.edu/blog/the-psychology-of-color-in-graphic-design).

*Explores how color influences human perception, mood, and behavior, emphasizing its significance in graphic design. The piece highlights the importance of understanding cultural and individual differences in color perception to effectively communicate messages through design. By strategically selecting colors, designers can create compelling visuals that resonate emotionally with audiences, enhancing brand identity and user engagement.*

**"Color Theory in Interior Design: Crafting the Perfect Palette." RMCAD, 10 Sept. 2024,**  
[www.rmcad.edu/blog/color-theory-in-interior-design-crafting-the-perfect-palette](http://www.rmcad.edu/blog/color-theory-in-interior-design-crafting-the-perfect-palette).

*The significance of color theory in creating harmonious and emotionally resonant spaces. It explores how colors influence mood and behavior, emphasizing the importance of understanding color relationships such as complementary, analogous, and triadic schemes. The piece highlights the role of timeless versus trendy color choices and offers practical tips for implementing color theory effectively in interior design projects. By leveraging these concepts, designers can craft spaces that are not only visually appealing but also conducive to the desired emotional atmosphere.*

**Smith, Kate. "Bauhaus Color Theory." Sensational Color, 12 June 2025,**  
[sensationalcolor.com/bauhaus-color](http://sensationalcolor.com/bauhaus-color).

*This article outlines the key contributions of Bauhaus artists, especially Johannes Itten, to modern color theory. Itten is credited with developing the 12-color sphere (primary, secondary, tertiary) and codifying seven types of color contrast (hue, saturation, value, temperature), along with pioneering associations between colors and emotions under psychoanalytic influence. His methodology emphasized learning through abstraction, realism, and classical application to internalize color principles.*

**Lacoste, Jean-Charles. "A Guide to the Bauhaus Theory of Colour." Nauradika, 3 Feb. 2023,**  
[nauradika.com/blogs/news/a-guide-to-the-bauhaus-theory-of-colour](http://nauradika.com/blogs/news/a-guide-to-the-bauhaus-theory-of-colour).

*This brief blog post outlines the Bauhaus approach to color, viewing it as a functional and rational tool in design, not merely ornamentation. It highlights key figures like Marcel Breuer, Josef Albers, Paul Klee, and Wassily Kandinsky, and underscores Albers's focus on color interaction and visual*

effects. The piece offers a concise summary of Bauhaus color principles and their enduring influence on modern design.

Radulescu, Anda. "10 TikTok Tips for Creating Better Content." Socialinsider Blog, 7 May 2024, [www.socialinsider.io/blog/tiktok-tips](http://www.socialinsider.io/blog/tiktok-tips).

*Diverse marketing strategies for brands on TikTok, such as optimizing posting times, engaging with platform trends and challenges, leveraging user-generated content, and using analytics to refine performance. It underscores the importance of adapting content to platform algorithms, balancing creativity with data-driven insights, and maintaining authenticity to build audience trust.*

Breitman, Kendall. "12 Best TikTok Editing Apps and Video Makers." Riverside, 7 Dec. 2024, [riverside.fm/blog/best-tiktok-video-maker](http://riverside.fm/blog/best-tiktok-video-maker).

*This review ranks popular TikTok editing apps, highlighting CapCut as a standout tool for creators. It emphasizes CapCut's intuitive mobile and desktop interfaces, rich library of trending effects and templates, and powerful features like AI auto-captioning, background-noise removal, and animated text, making it particularly well-suited for fast-paced, scroll-stopping short-form content. Recommended alongside Riverside and KineMaster, CapCut is praised as a top free option for quick, polished TikTok videos.*

## **Books**

Lewis, Richard G. *Color Psychology: Profit From the Psychology of Color: Discover the Meaning and Effects of Color*. Psychoprofits, 2020.

*A concise guide that delves into the psychological impact of colors on human emotions and behaviors. Drawing from extensive research involving hundreds of thousands of participants worldwide, the book identifies how specific colors can evoke particular emotional responses. The author emphasizes the importance of understanding these associations to enhance marketing strategies, branding, and design choices. Additionally, the book explores the cultural variations in color perception and provides practical insights for leveraging color psychology to influence consumer behavior and improve business outcomes.*

Gupta, Sharad. *Creating Vibrant Spaces: The Psychology of Color in Interior Environments*. 2023.

*Offers a comprehensive exploration of how color influences human emotions and behaviors within interior spaces. The book delves into the psychological impact of various hues, providing insights into how colors can evoke specific moods and atmospheres. It emphasizes the importance of understanding color psychology for interior designers to create environments that not only look aesthetically pleasing but also enhance the well-being and emotional responses of the occupants. Through practical examples and expert analysis, the book serves as a valuable resource for those looking to harness the power of color in interior design.*

## **Videos**

Alex Cattoni. "2025 Guide to TikTok Marketing." YouTube, 27 Nov. 2024,  
[www.youtube.com/watch?v=7dtntKNdazQ](https://www.youtube.com/watch?v=7dtntKNdazQ).

*This video offers a practical overview of current TikTok marketing strategies specifically tailored for 2025. It covers how to build email lists through TikTok, craft strong video hooks, and leverage analytics and trends to grow reach. It also emphasizes the importance of maximizing engagement metrics like watch time and using TikTok's built-in creator tools effectively. The video serves as a concise and actionable guide for content creators and small businesses looking to succeed on the platform.*