



COLOR PSYCHOLOGY

SOCIAL MEDIA CONTENT PROPOSAL

by
Kelly Prendergast



INTRODUCTION

Why Color Matters

Color is a powerful visual language that influences our emotions, perceptions, and behaviors, often without us even realizing it. It can energize or calm, create urgency or trust, and plays a subtle yet constant role in how we navigate the world. By understanding the psychological effects of color, we can make more intentional choices in both design and communication.

Color in Interior Design

In interior environments, color plays a central role in establishing mood, function, and comfort. The right palette can enhance spatial perception, improve well-being, and create a sense of harmony or contrast. For designers, understanding color psychology is critical to making informed choices that support a room's purpose and its users' needs. This series will explore how specific colors can enhance, or hinder, a space, with examples and insights grounded in interior design principles.

Color in Marketing & Branding

Brands use color as a strategic tool to convey identity, evoke trust, and influence consumer behavior. From the bold red of Coca-Cola to the calming blue of tech companies like Facebook, each brand color is carefully selected to align with its message and audience. This series will break down how color choices in logos, packaging, and digital branding impact recognition, loyalty, and emotional connection.

The TikTok Platform

To make this knowledge accessible and engaging, ColorTok will be presented as a 11-part short-form video series on TikTok. Leveraging the platform's fast-paced, visual format and viral potential, each video will focus on one color at a time. Through curated visuals, text overlays, and voiceovers, the series will explain psychological traits, interior applications, and brand strategies associated with that color. The first video will set the foundation by introducing the color wheel as a core design tool.

Blending Design + Digital Media

With a background in interior design and a graduate focus in digital media and UX/UI, this project combines visual storytelling with academic research. ColorTok not only showcases how color works, but also how design and content strategy can be used together to educate and inspire. The series will be thoughtfully planned with attention to consistency, platform trends, and audience engagement, culminating in a polished and portfolio-worthy project.

GOALS / OBJECTIVES

The main goal of this project is to use TikTok as an educational and creative platform to share how color psychology impacts our environments and everyday decision-making. This project will demonstrate how color is not just decorative, but deeply emotional and strategic.

More specifically, the objectives are to:



Educate viewers on the psychological effects of color and how it influences behavior and mood.



Teach viewers how to apply color theory using tools like the color wheel in interior design.



Explain how brands use color to convey identity, build trust, and influence consumers.



Produce consistent, visually engaging content that is rooted in credible research.



Encourage user engagement through comments, questions, and interaction prompts.



Show strong planning, strategy, and execution that reflect professional-level digital storytelling and creative direction.

TARGET AUDIENCE

This TikTok series is designed for users who are curious about the intersection of color, design, psychology, and branding. While the content is educational at its core, it's structured to appeal to a wide range of viewers through visually compelling storytelling and trend-aware presentation. The target audience can be divided into two primary groups based on how they use the platform:

Educational-Focused Viewers

These are TikTok users who actively seek out informative and skill-building content. They are drawn to explainer videos, tutorials, and design breakdowns that enhance their knowledge and creativity.

- » Aspiring interior designers and design students
- » Marketing and branding students or professionals
- » Small business owners looking to better understand visual identity
- » Content creators interested in color theory for aesthetic planning
- » Gen Z and Millennials who enjoy learning through quick, engaging visuals

This group values content that is both practical and thought-provoking, and will appreciate the structured insights into how color influences mood, space, and consumer behavior.

Entertainment-Focused Viewers

This group primarily browses TikTok for inspiration, trends, and visually satisfying content. While they may not seek out educational videos directly, they are receptive to content that's informative and aesthetically engaging.

- » Everyday users with an interest in home decor, fashion, or mood-based content
- » Trend-followers who enjoy color-themed videos, transitions, and satisfying edits
- » Viewers who engage with content around personality traits, mood boosters, or visual vibes

By using strong visuals, smooth transitions, and bite-sized storytelling, the series aims to draw in this group and spark curiosity, even if they don't have a formal design background.



TikTok's total **monthly** active users is **1.8 billion**. About **36.2%** of users are **18-24**, with another **34%** aged **25-34**.*



TikTok users spend a daily average of **95 minutes** using the app with an engagement rate of **7.8%**.*

* <https://www.gratefulcareaba.com/blog/tiktok-statistics-facts-user-demographics>



PROJECT ARTIFACTS & DELIVERABLES

RESEARCH

To support the content in this project, I will draw from a variety of credible and design-focused research sources. This includes publications, blogs, online articles, scholarly articles, webpages, videos, and trusted design resources. I will also reference well-established color theory principles, including Johannes Itten's color wheel and concepts from the Bauhaus movement. By synthesizing this research into bite-sized, engaging video scripts, I will ensure that each TikTok is both visually compelling and rooted in accurate, well-researched information. Any psychological claims or branding strategies presented will be backed by reputable sources and translated into accessible, everyday language for the audience.

“**Colors are forces, radiant energies that affect us positively or negatively, whether we are aware of it or not.**

- Johannes Itten

TIMELINE

WEEK ONE



RESEARCH & PROPOSAL

Start by researching color psychology in interior design, branding, and digital media. At the same time, explore TikTok strategies, trends, and editing tools. Use this research to guide the series' creative and technical direction, then finalize and submit the proposal.

WEEK TWO



PLANNING

Continue gathering research and develop a detailed content plan. Script all 11 videos, draft captions, choose hashtags, and outline visuals, transitions, and audio for consistency. Start batch planning by organizing visuals, mood boards, and production assets.

WEEK THREE TO SIX



PRODUCTION & POSTING

Film, edit, and post three to four TikToks weekly for four weeks, maintaining a consistent style and weekly theme.

At the same time, implement the engagement plan by using strong captions and calls-to-action, encourage comments and duets, and respond to audience interest with bonus videos to boost interaction and reach.

WEEK SEVEN



REVIEW & REFLECTION

Wrap up the series by analyzing TikTok performance to identify trends, top-performing content, and audience preferences. Reflect on engagement, execution, and personal growth. Submit a summary report with key insights, lessons learned, and ideas for future development or expansion.



STRUCTURE & CONTENT PLAN

Total Videos: 11

Total Duration: ~15–20 minutes

Posting Frequency: 1–3 videos per week over 5 weeks

Posting Format: TikTok, vertical, edited with text overlays, music, and voiceovers

Theme: Introduction to color psychology and then one color theme per video

Introduction

Post 1

*Intro to Color Psychology +
Using the Color Wheel*

Cool Colors

Post 2

*Green: Balance, Health,
Growth*

Post 3

Blue: Calm, Trust, Focus

Post 4

*Purple: Creativity, Luxury,
Mystery*

Warm Colors

Post 5

*Red: Passion, Power,
Appetite*

Post 6

*Orange: Creativity,
Warmth, Enthusiasm*

Post 7

*Yellow: Optimism, Joy,
Caution*

Black + White

Post 8

*Black: Sophistication,
Power, Elegance*

Post 9

*White: Purity, Minimalism,
Clarity*

Neutrals

Post 10

Grey: Maturity, Practicality

Post 11

*Brown: Grounded, Natural,
Cozy*



FINAL PRODUCT VISION

The final TikTok account will present a polished, cohesive visual identity. I'll use:

- » Consistent editing style, colors, font overlays, and tone of voice
- » Captions and voiceovers
- » Engaging hooks and calls to action
- » Data tracking for reach and engagement

The end product will reflect excellent effort, care, and creativity. Every video will balance research, design aesthetics, and modern social media strategy.

SUMMARY

This TikTok content series is more than just colorful visuals, it's an ambitious educational journey into how color deeply affects our lives. By merging design, psychology, and digital media, I'm creating something that's not only creative and original, but also grounded in real-world application and research. It's built for success on the platform, but also as a portfolio-quality piece showing planning, strategy, and execution.

Any questions, comments, or concerns please contact:
Kelly Prendergast | kprendergast1@quinnipiac.edu