

EL COLOR su uso publicitario

En el siglo XVII, Newton fue el primero que, por medio de un prisma de cristal, descompuso la luz. Esta, al incidir sobre una pantalla, apareció en forma de una banda de varios colores. El distinto camino que siguen los rayos se debe a su longitud de onda; cada longitud de onda corresponde a un color, sabiendo entonces que las radiaciones luminosas constituyen solamente una pequeña parte del espectro de las radiaciones

La apreciación de los colores se basa en una coordinación complicada de procesos *físicos, fisiológicos y psicológicos*.

El color tiene una inmensa afinidad con las emociones, los Egipcios usaban el color con fines curativos. Los Griegos de la Antigüedad hicieron del color una ciencia. El color es una ciencia pero también una filosofía profunda, ambos aspectos deben de ir de la mano. Isaac Newton fue otro pionero del color y trabajó mucho tiempo antes de descubrir que mirando a través de un prisma, podían verse siete colores.

Interpretación de los colores



Las persona que tienen oído musical pueden distinguir fácilmente los tonos musicales, de diferentes frecuencias, Pero el sentido de la vista no puede percibir los diferentes componentes de la sensación cromática. Cada sensación cromática es uniforme e indivisible, Sólo puede ser descrita por medio de las propiedades apreciadas de forma directa.

Las propiedades más importantes que cada color tiene son: Tono, Intensidad, Luminosidad y Claridad.

Color Y Su Uso El

CH Cherryholmes



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