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The human eye can distinguish 10,000,000 different colors, each color being a unique energy wave on the electromagnetic spectrum. Each color has a subtle, but definite, impact on us whether it be emotional or physical.

This book will explore the intimate relationship between type and color. Through juxtaposition, similarity, and complementary positioning of colors found in East Austin, this book will encourage one to critically examine the ways in which color occurs and recurs in a given environment on a more conscious level.



old type,

new type

Not much scholarship exists on the psychological relationship between type and color. By isolating typefaces found in East Austin from their original contexts and changing their original color schemes, perhaps a more comprehensive picture of the effects of color will surface. Additionally, carefully examine the role of color in the environment of East Austin. What remains consistent? What doesn't?

EL AGUACATE

EL AGUACATE
FOOD MART



EL AGUACATE
FOOD MART

JUAN

JUAN

JUAN

red

On the Mexican flag, the color red represents the blood of heroes.

Psychology studies link the color red to attraction. "Cumulatively, the research shows that the effect of the color red is significant, unique, and that it operates at a sub-conscious level. Red is experienced as attraction booster by both sexes, although the mechanisms that mediate the effect of red on attractiveness ratings appear to differ for men and women."

Red is also found to stimulate, and can increase the heartrate.





yellow

In Asian cultures, yellow has great significance and is well-loved. However, in a census conducted in the US, only 6% of respondents named it as their favorite color. In China, yellow is the color of pleasure and happiness. In Nepal, intricate yellow beads are placed on a newlywed bride for prosperity, longevity, and happiness.

Some psychologists claim yellow makes some anxious, as well as making people impulsive. For this reason, yellow is often used in fast-food chain logotypes or advertisements.





green

The etymology of the word, green, comes from the Anglo-Saxon word grene, which has the same root as “grass” and “grow.” According to a survey conducted in the US and Europe, green is most commonly associated with envy, hope, spring, spring, youth, and nature.

In the context of Austin’s East Side, green is most commonly associated with type and logos featured on long-standing Latino-owned buildings. On the Mexican flag, green represents hope.



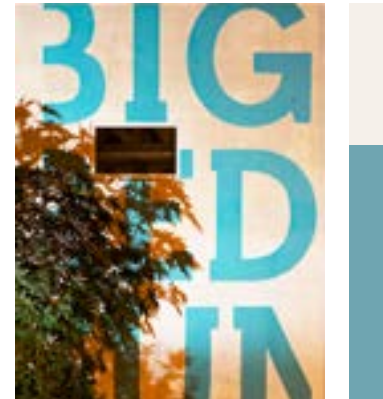


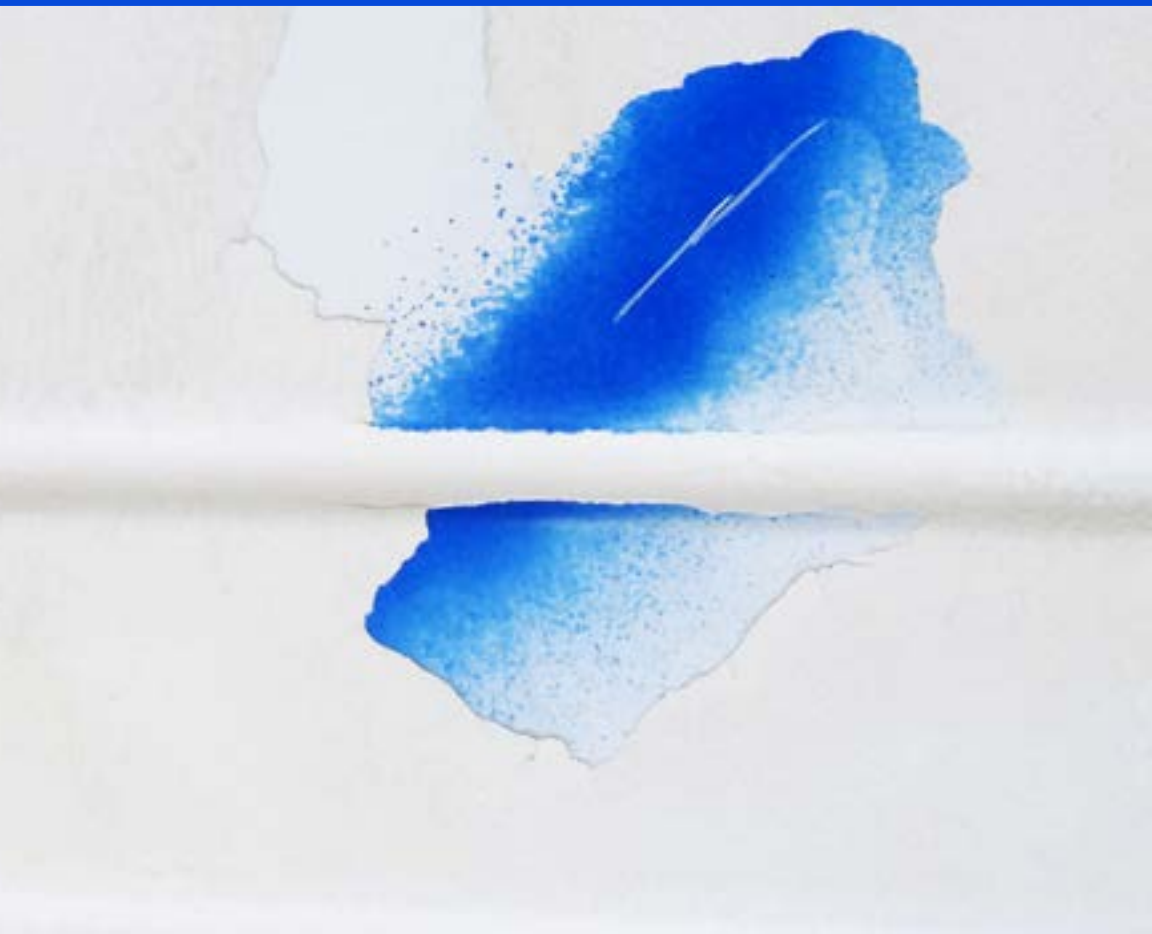
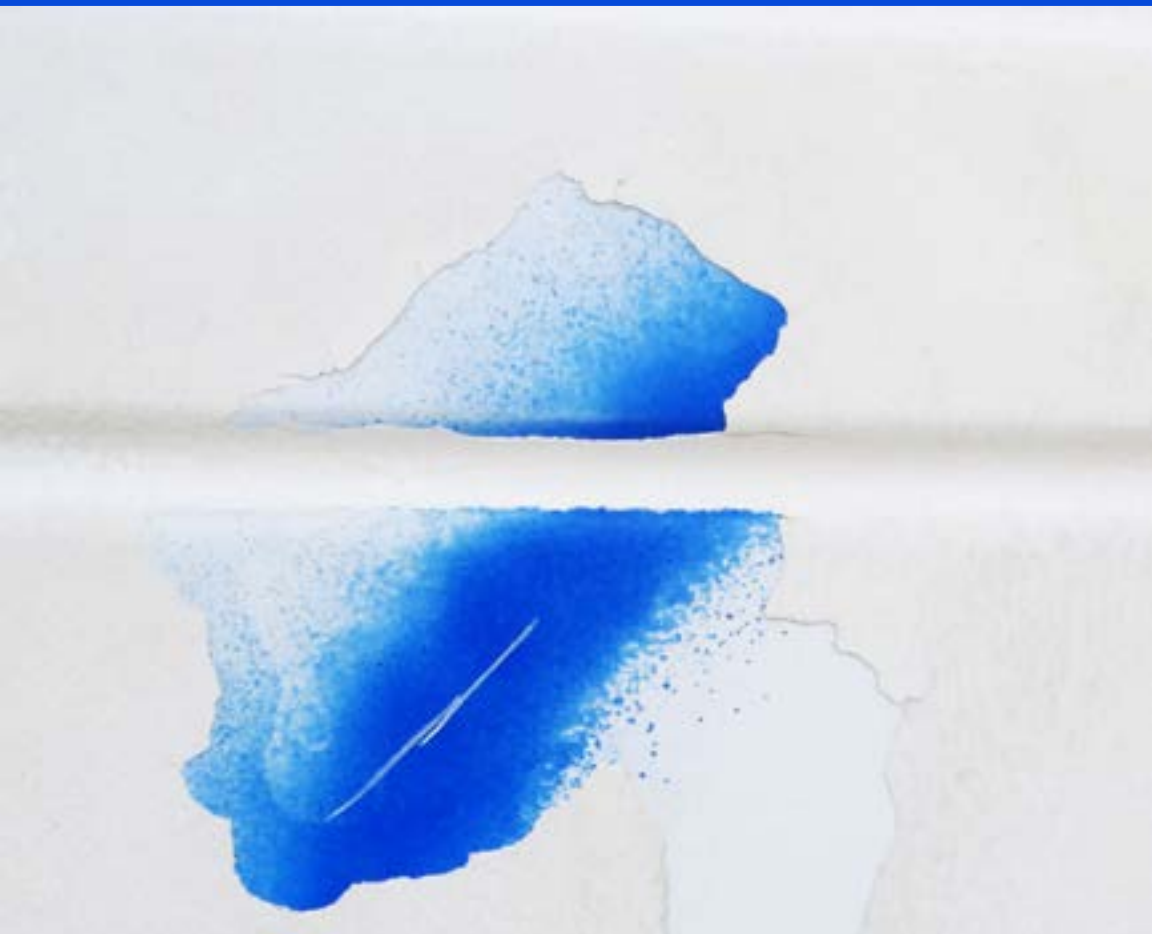
blue

In 1876, one scientist claimed the color blue could heal minor injuries and burns. He also found that when plants were exposed to blue light in a greenhouse, their overall yield was much greater.

Surveys revealed that blue is overwhelmingly the favorite color of both men and women in the US and Europe.

Light color has a strong effect on the perception of time. Red is said to make time seem slow whereas blue is said to make time speed up. For this reason, casinos often have tinted blue lights to incite people to spend more time in a given casino.



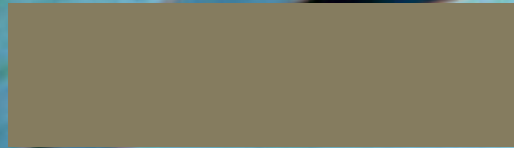
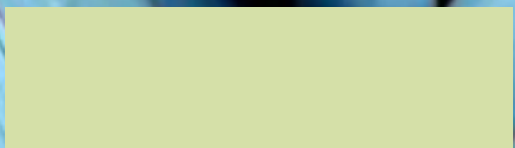


color synthesis

The human brain thrives off of patternicity, a concept that aptly articulates the peculiar human tendency to see patterns in anything and everything. We need patterns to create meaning, to make relationships. This is true with colors too. We often, even if subconsciously, perceive colors in pairs, whether they be contrasting or complementary, the connections and patterns we make are never random. In East Austin, color pairs are ubiquitous. After collecting images from East Austin in which distinct color pairs exist, unsurprisingly, patterns emerge. The photos used in this book were taken by various students with varying interests and tastes. However, each student subconsciously adhered to certain principles that informed their photography. This peculiar phenomenon illuminates both the limitations and myriad possibilities of color. By inspecting the color patterns that emerge, we can make better sense of how colors communicate with each other, communicate information, and how they invariably flavor an environment.



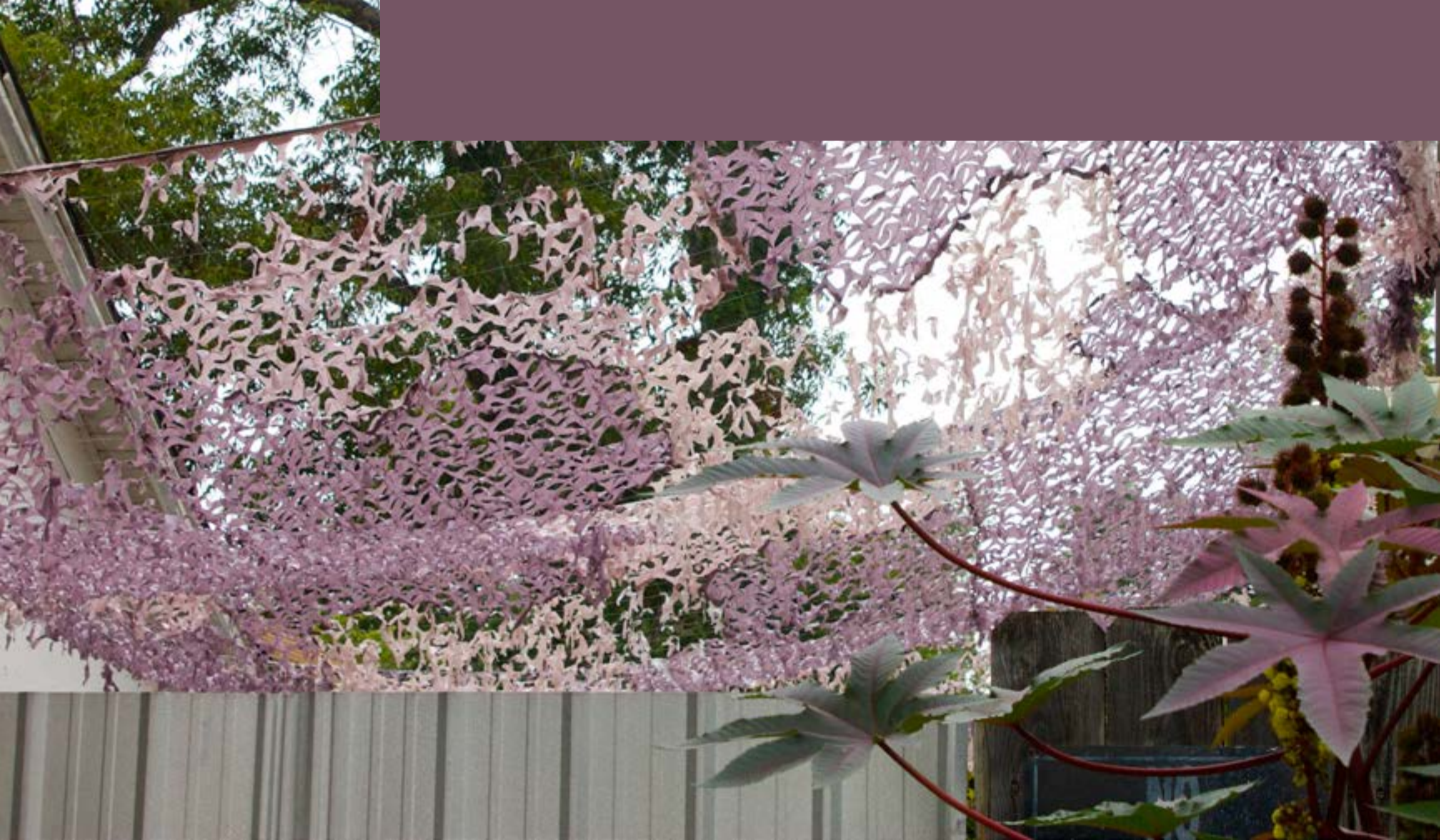












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