

PRO308 – Desain Kemasan

Pengetahuan warna dasar kemasan



Discover Color Psychology

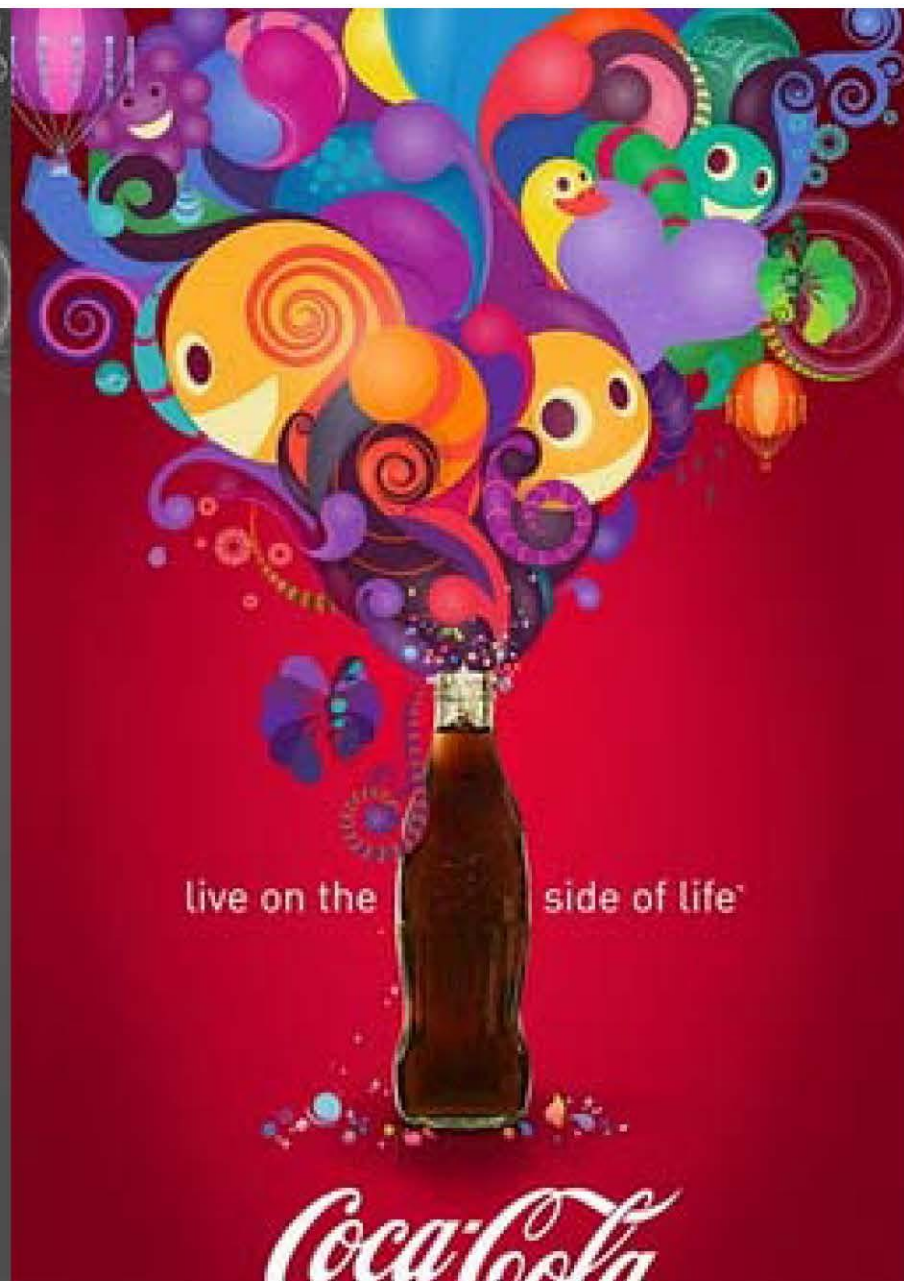
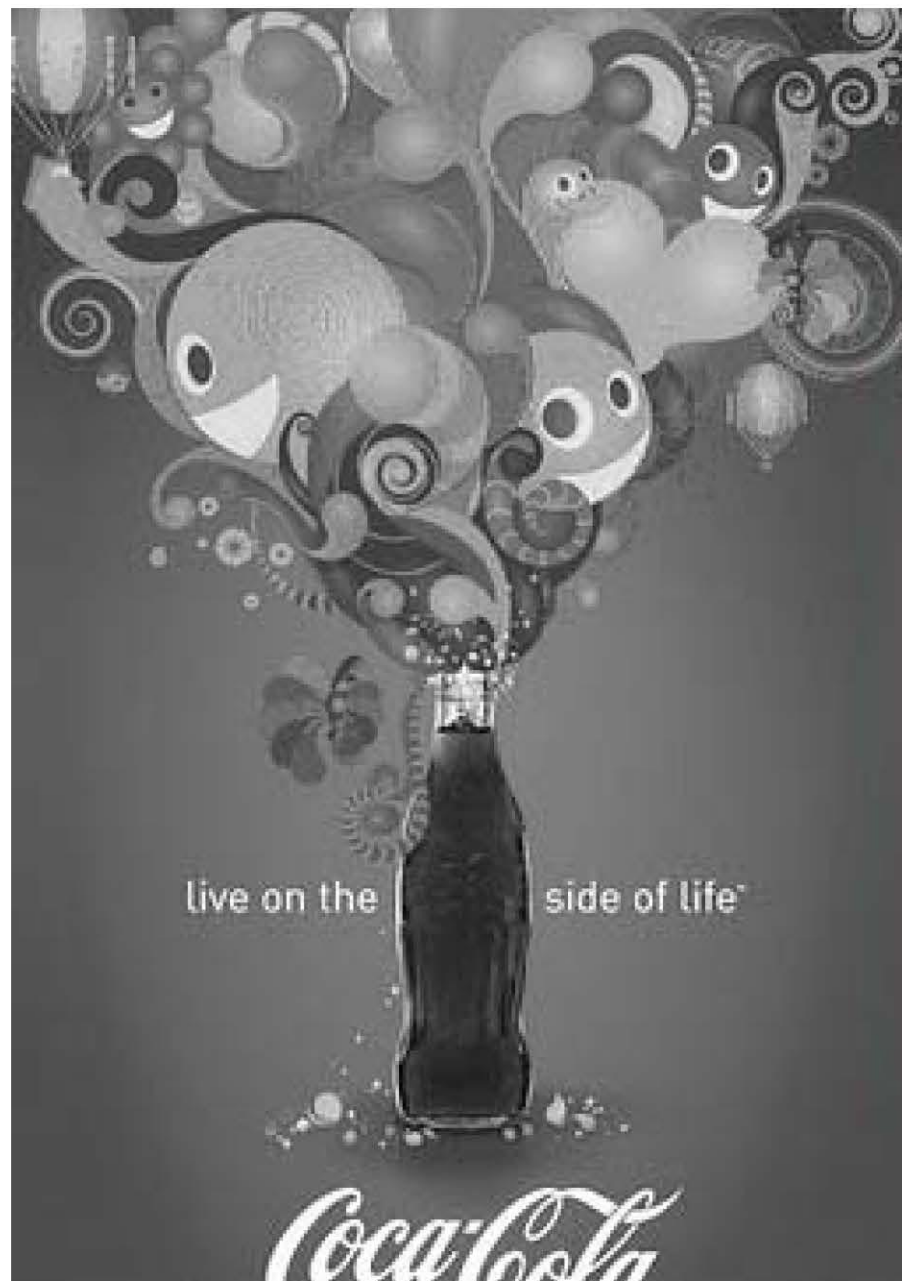
Warna dapat menandakan dan menimbulkan Efek-efek psikologis yaitu dimana orang cenderung memaknai dan membaca warna.



“It is universally accepted that colors affect us emotionally.

Colors can be used to express emotions and even to evoke them.”



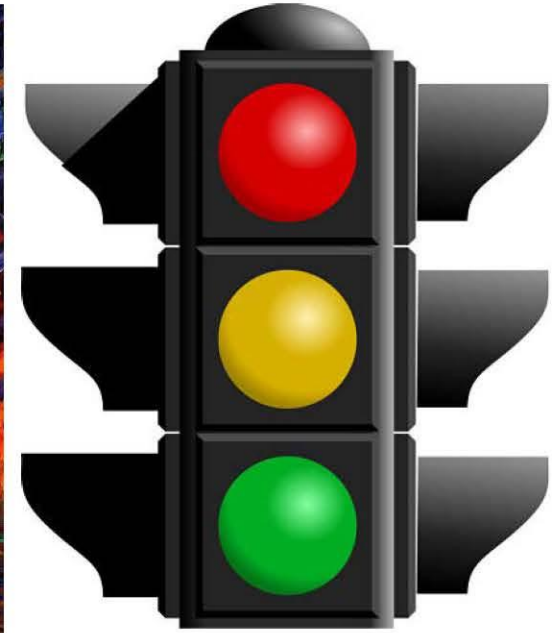


Color utility

Penggunaan dan fungsi warna secara utama dapat dikelompokkan menjadi 3 bagian, yaitu:

A. Practical Function

Tanda, Makna, Informatif



B. Symbolic Function

Logo, Signage System, Color System



C. Aesthetic Function

Ekspresi, Emosi, Impresi



Color

Compositional Effect

Dalam penerapan penggunaan warna pada suatu karya seni dan design. Warna dapat memberikan pengaruh emosional dan dapat berpengaruh kuat pada komposisi design.

Warna dapat mempengaruhi persepsi ruang dengan banyak cara. Antara lain :

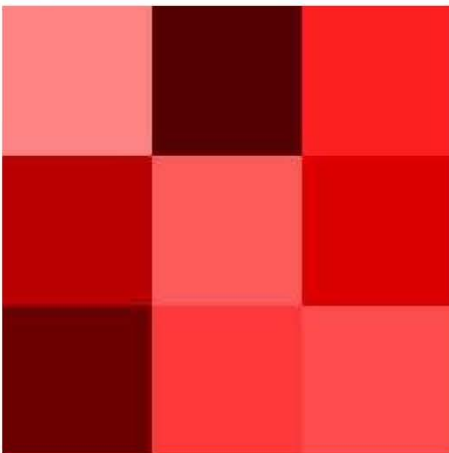
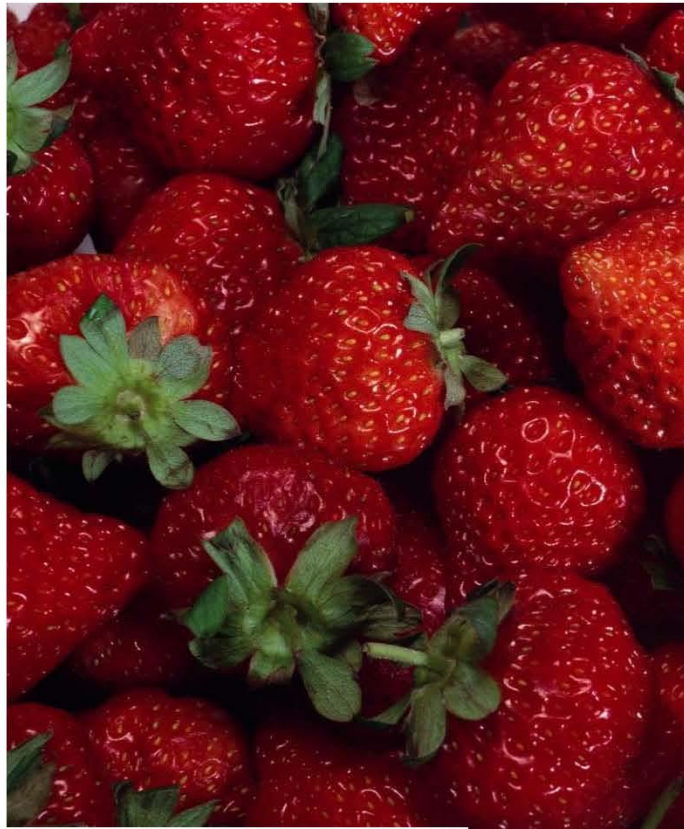
1. **Warna Cerah** berkesan lebih luas dari warna gelap.
2. **Warna Kontras** nampak lebih dekat dari warna yang harmonis dengan background.
3. **Warna-warna netral** yang cerah dapat memberi ketenangan jiwa.
4. **Warna-warna pastel** pada ruangan anak-anak lebih menenangkan karena mata anak kecil belum kuat menangkap warna yang kuat.





Common Color

in Psychology



- ✓ Vitalitas
- ✓ Atractive
- ✓ Spirit
- ✓ Happy, Fun.
- ✓ Strong & Brave
- ✓ Provokative
- ✓ Aktive & Offensive
- ✓ Energetic & Dynamic
- ✓ Exciting
- ✓ Sexy and Gorgeous
- ✓ Charming
- ✓ Exotic

HOT
RED



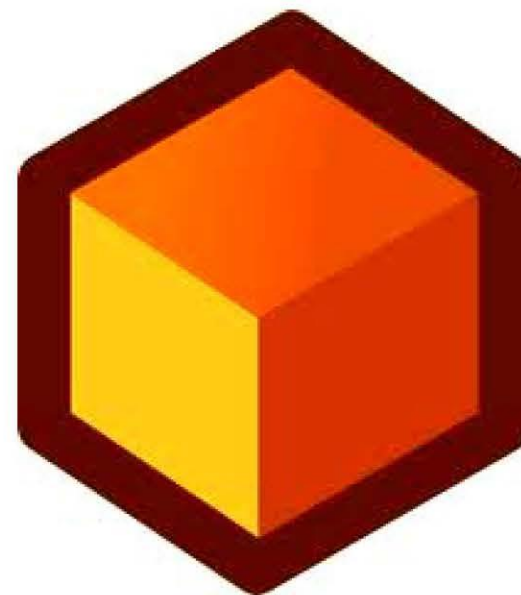
- ✓ Stabil
- ✓ Optimis
- ✓ Calm
- ✓ Prestige
- ✓ Classic
- ✓ Bonafide
- ✓ Dependable
- ✓ Have Credibility

BLue



COLD





- ✓ Warm
- ✓ Fun
- ✓ Friendly
- ✓ Couraging
- ✓ Creative
- ✓ Erotic
- ✓ Happy

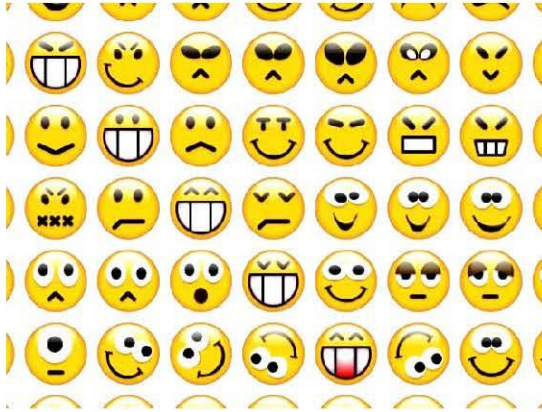


Warm
OraNge

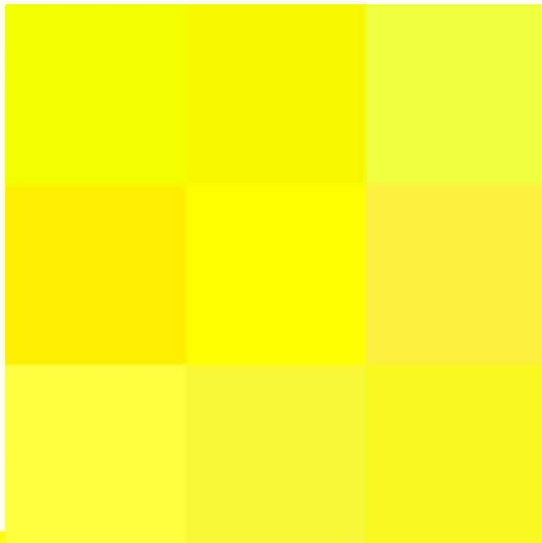


- ✓ Fresh Air
- ✓ Renewed
- ✓ Refreshing
- ✓ Calm
- ✓ Peace
- ✓ Comfort
- ✓ Natural

Fresh Green



- ✓ Funny and Fun
- ✓ Energetic
- ✓ Warm
- ✓ Youthful
- ✓ Full of Vitality as a Sun
- ✓ Cheerfull
- ✓ Eyecatching
- ✓ Soft



YeLLow Bright





- ✓ Pure
- ✓ Gentle
- ✓ Steril
- ✓ Clean
- ✓ Bright
- ✓ Boring
- ✓ Common
- ✓ Romantic



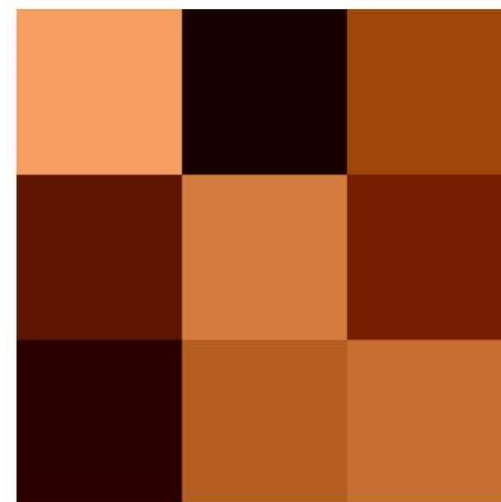
PuRe **WhiTe**

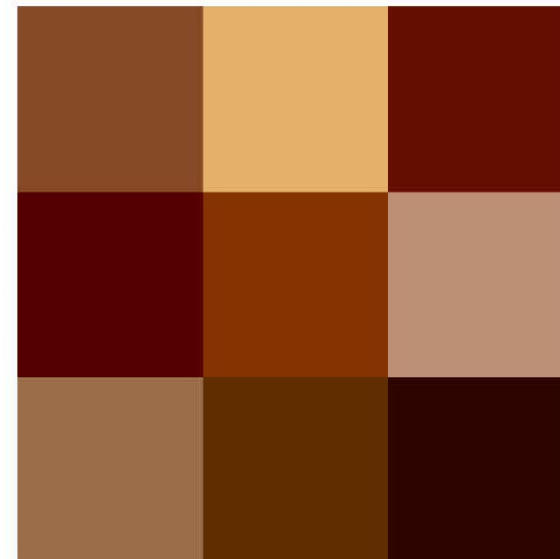


Earthy

Dark Brown

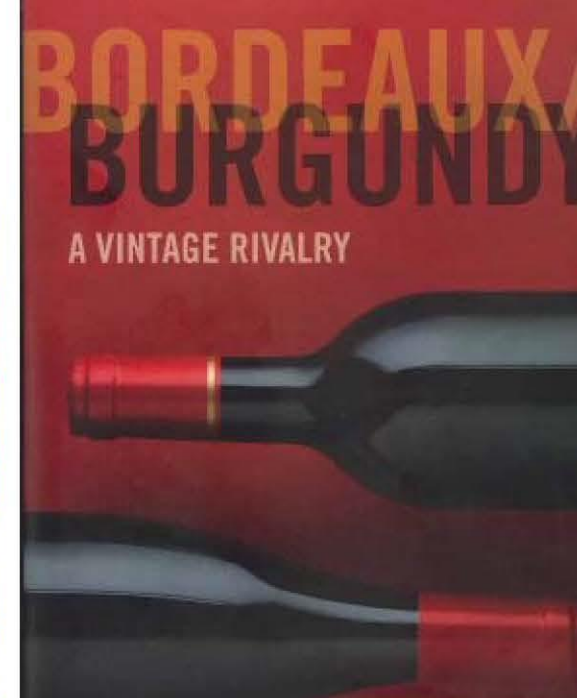
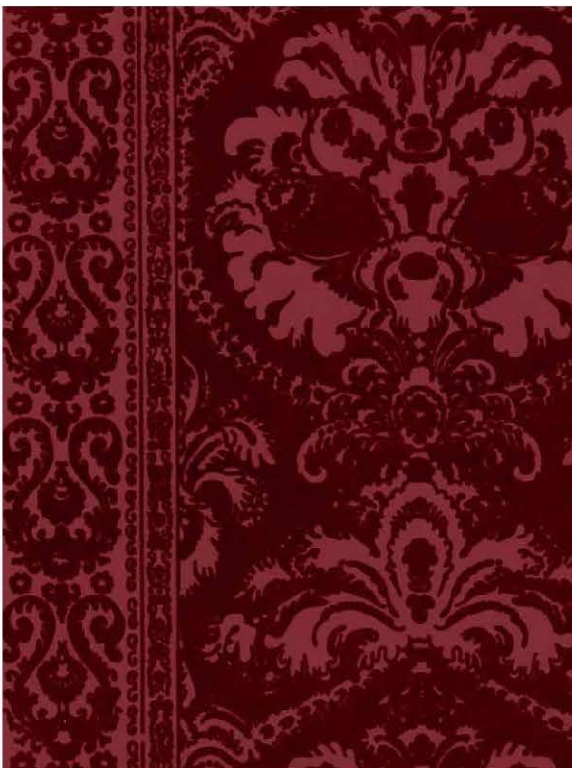
- ✓ Masculine
- ✓ Earthy
- ✓ Rich
- ✓ Strong
- ✓ Hard
- ✓ Dependable
- ✓ Protective
- ✓ Save





- ✓ Natural
- ✓ Netral
- ✓ Comfort
- ✓ Earthy
- ✓ Easy
- ✓ Conservative
- ✓ Common

**Classic
Light Brown**



- ✓ Gorgeous
- ✓ Aristocracy
- ✓ High Class
- ✓ Expensive
- ✓ Perfect
- ✓ Classic
- ✓ Elegance

Perfectionist
BurGundy



- ✓ Magical
- ✓ SpirituaL
- ✓ SensuaL
- ✓ Artistic
- ✓ Creative
- ✓ Eksentric
- ✓ Powerfull



MagicaL
Deep PurpLe



Energetic Pink

- ✓ Eyecatching
- ✓ Exciting
- ✓ Charming
- ✓ Cute
- ✓ Romance
- ✓ Interest
- ✓ Lovable



Seasonal Color



Seasonal color digunakan untuk mendukung penampilan seseorang, merupakan warna yang secara langsung berkaitan dengan *attachment* pada individu.

Pada prinsipnya menganalisa warna dan korelasinya dengan efek kesan dan penampilan yang ingin dicapai dalam performance, baik individu maupun grup.

Berkaitan dengan dasar pemahaman terhadap efek warm and cold color.

Seasonal color banyak diterapkan pada industri fashion, kosmetik, dan tata rambut.



Seasonal color analysis mengkategorisasikan individu kedalam 4 musim yaitu:

Winter – Musim Dingin

Summer – Musim Panas

Autumn – Musim Gugur

Spring – Musim Semi

Warna-warna yang dikategorisasikan ke dalam 4 musim tersebut digunakan untuk memudahkan persepsi kita terhadap lingkup warna tertentu.

Warna-warna tersebut dapat bertransisi satu dengan lainnya sesuai dengan proses transisi musim, atau dipengaruhi trend yang terus berjalan.

Your seasonal color range will complement the coloring of your skin, hair and eyes.

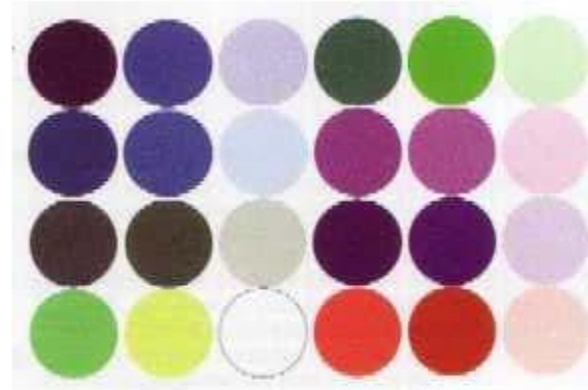


Contoh:
Summer-Fall 2010
Color Chart dan
penggunaannya





Seasonal Color Chart Circle
menunjukkan kedekatan
hubungan antara masing-
masing musim



Winter colors are cool, clear and dark to light intensity. Think of the winter landscape colors. In the low light of winter colors appear darker, but on a bright day with the sun reflecting off snow colors appear pale and icy.



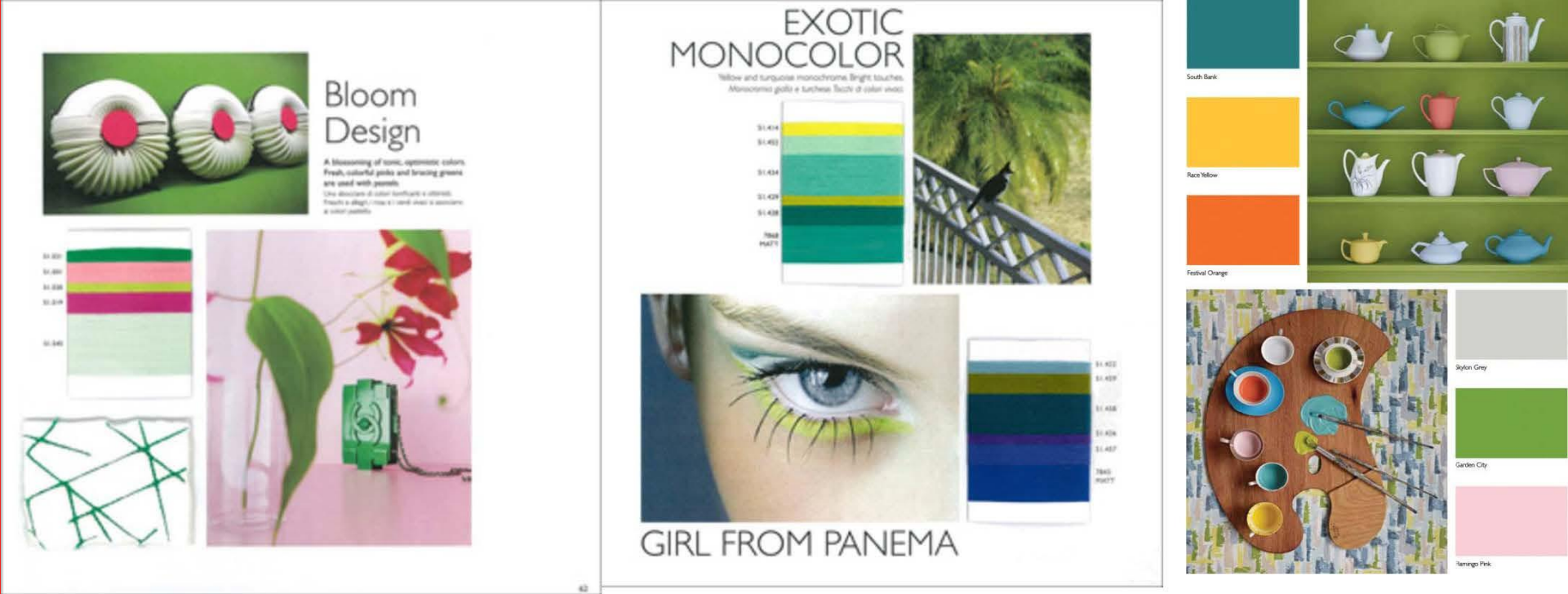
Summer colors are also cool, but muted and medium-light to medium-dark in value. Think of seeing the landscape through a summer heat haze. The colors are muted, paler versions of Winter's. The light colors are creamy pastel rather than icy.



Autumn colors are warm, muted and medium-light to medium-dark intensity. Think of fall New England landscape colors of rich burnt oranges, reds, golden yellows and sludgy greens.



Spring colors are also warm, but clear and bright with medium to light intensity. Think of the bright clear colors of spring flowers and the new season's clear, bright green shoots.



Masih banyak sekali style warna selain penjelasan diatas.

Kembangkan referensi ragam warna pada era kontemporer sekarang dan hubungkan dengan selera warna anda.



Sekian
td 01-2021