An Exploratory Study on the Use of Color Psychology as a Creative Approach to Stimulate Audience Emotions Through Color in Creative Videography: A Study of Three Creative Videos on Facebook

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Abstract

Creative video creation has become very popular across various social networks in the existing digital space. These videos, created by distinct creators, generally contain diverse moods, emotional natures, and social perspectives. In the contemporary digital communication space, these creative video creations emerge as a dominant means of attracting the audience's attention. The aim of this research was to conduct an exploratory study on how the use of "color psychology" in creative videography stimulate the moods and emotions of the audience. The basic concepts regarding the color psychology process in visual design have been developed since the 18th century, originating in Leonardo da Vinci's notes on color theory. Later, by considering emotional dispositions and through an analytical exploration of color psychology, colors were incorporated into videography to express diverse human emotions. For this research, three creative short videos were selected from the Facebook social network. The study was conducted using two primary methods: content analysis and qualitative data analysis. The core research problem addressed was to what extent does the psychological compatibility between the theme of a video and its color content affect the formation of emotions in the audience? The hypothesis posited that there is a strategic use of color consistent with the theme of the design across the three selected creative videos, which produced a positive effect on the audience's emotions. Ultimately, this study aimed to prove that incorporating the principles of color psychology into video design had a positive impact on the effective communication of human emotions, going beyond the mere expression of aesthetic beauty.

***Keywords**: Color Psychology, Creative Videography, Social Media Networks, Color Content*