

The Chromatic Symphony: Unveiling the Palette of Productivity



By :

Pragya Sharma

Overview:

Welcome to the exploration of "The Chromatic Symphony," where we delve into the intersection of graphic design secrets and their profound influence on the lives of developers. This blog aims to uncover the significance of color theory, its impact on emotions, and how it can be harnessed to enhance productivity. Join me on this visual journey as we decipher the language of colors and their role in shaping our daily experiences.

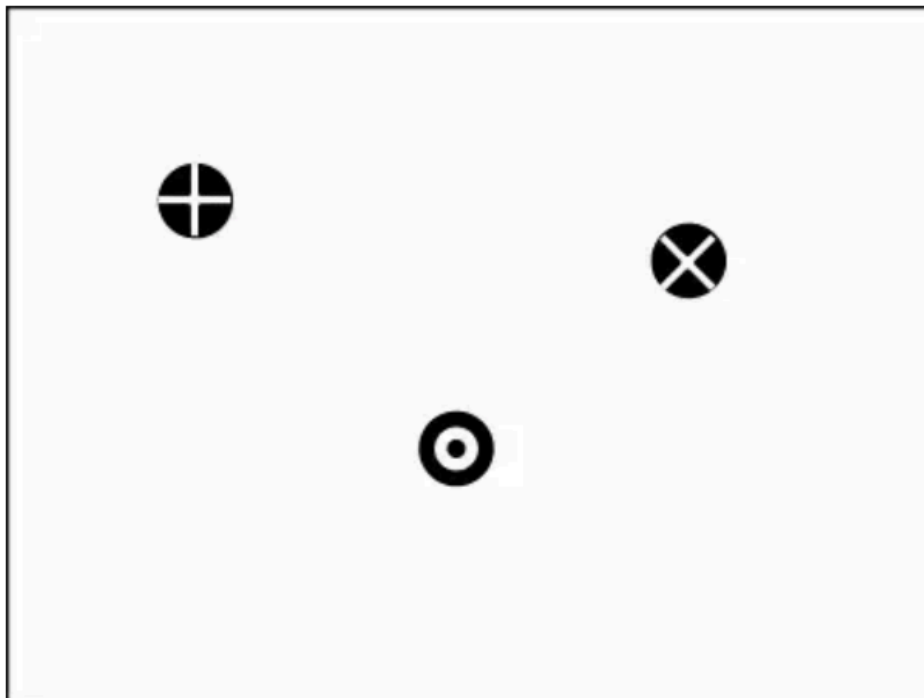
Abstract:

In this blog, we set the stage for our exploration by conducting a thought experiment on color perception. We observe how color affects our ability to capture information quickly, laying the groundwork for understanding the importance of color in our environment. The blog concludes by posing intriguing questions about the prevalence of specific colors in corporate branding and its connection to the psychology of color theory.

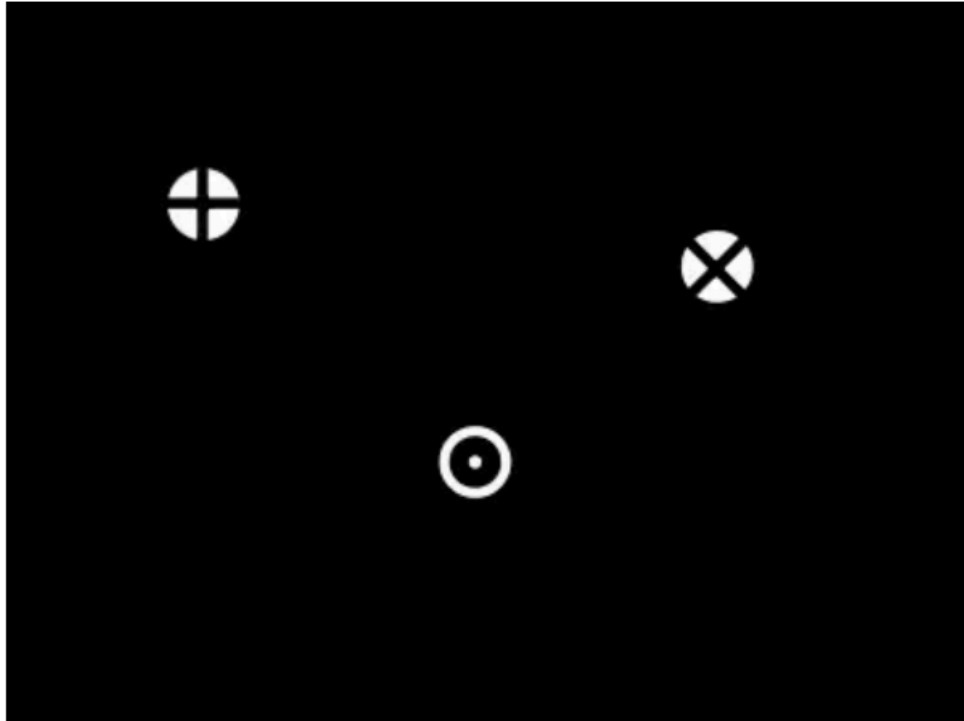
Introduction:

Hello, I'm Pragya Sharma, a 21-year-old enthusiast eager to delve into the secrets of graphic design and its profound connection to a developer's daily life. Before delving further, let's embark on an experiment.

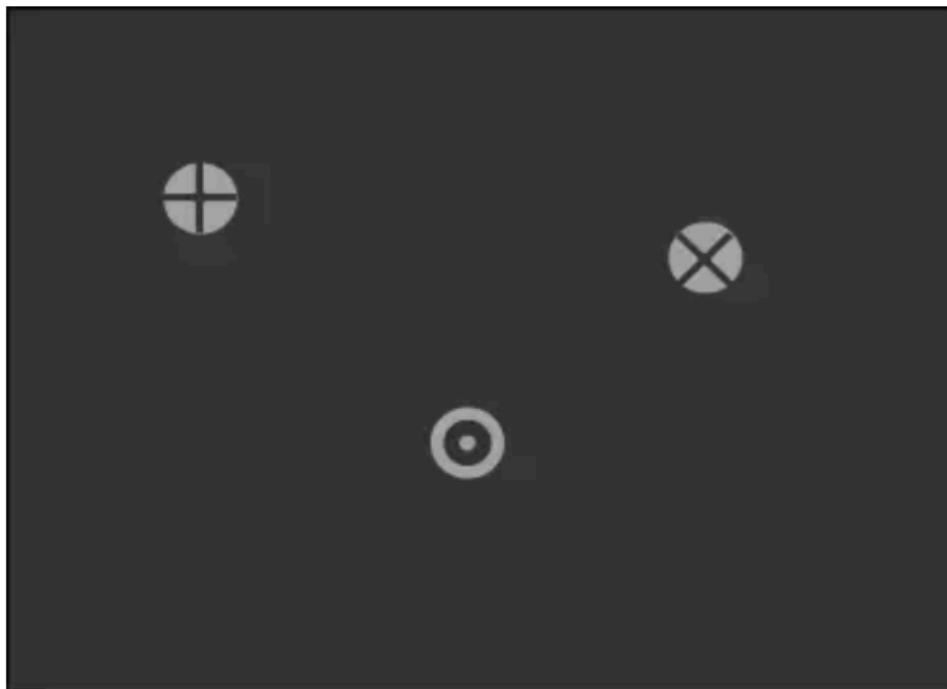
Displayed below are images with identical shapes and content, differing only in their colors.



White background, black shapes



Black background, white shapes



Black background, white shapes with some contrast

Efficiently, you might observe that capturing all elements in the 2nd or 3rd image consumes less of your time.

Retaining the outcomes of our experiment, let's progress to the main discourse of this blog.

What sets the two images apart?

Simply put, the distinction lies in **color**.

So,

What precisely is color?

While seemingly straightforward, I posit that 70% of us might not know its authentic definition.

The Color Spectrum:

Unveiling the Essence

Color, in essence, is the characteristic of any object that can be articulated in terms of hue, lightness, and saturation.

In physics, color is explicitly linked to electromagnetic radiation within a specific range of wavelengths visible to the human eye. Such wavelengths form the visible spectrum commonly known as light.

Color assumes a pivotal role in our daily lives, from distinguishing spices, soaps, lentils, and traffic signals to discerning between packaged food variants or selecting attire for diverse occasions.

Now, let's revisit the experiment's findings and delve deeper into our main discussion.

Why are Globallogic premises predominantly adorned with green, blue, and orange objects?

Why does Zomato sport a red logo instead of blue?

And, why does Tata opt for a blue logo over red?

At the conclusion of this blog, we'll unravel these queries, fortified with a profound comprehension of the reasons behind them.

All these questions share a common thread in their answers: **color theory**.

So, what precisely is color theory?

Color Theory:

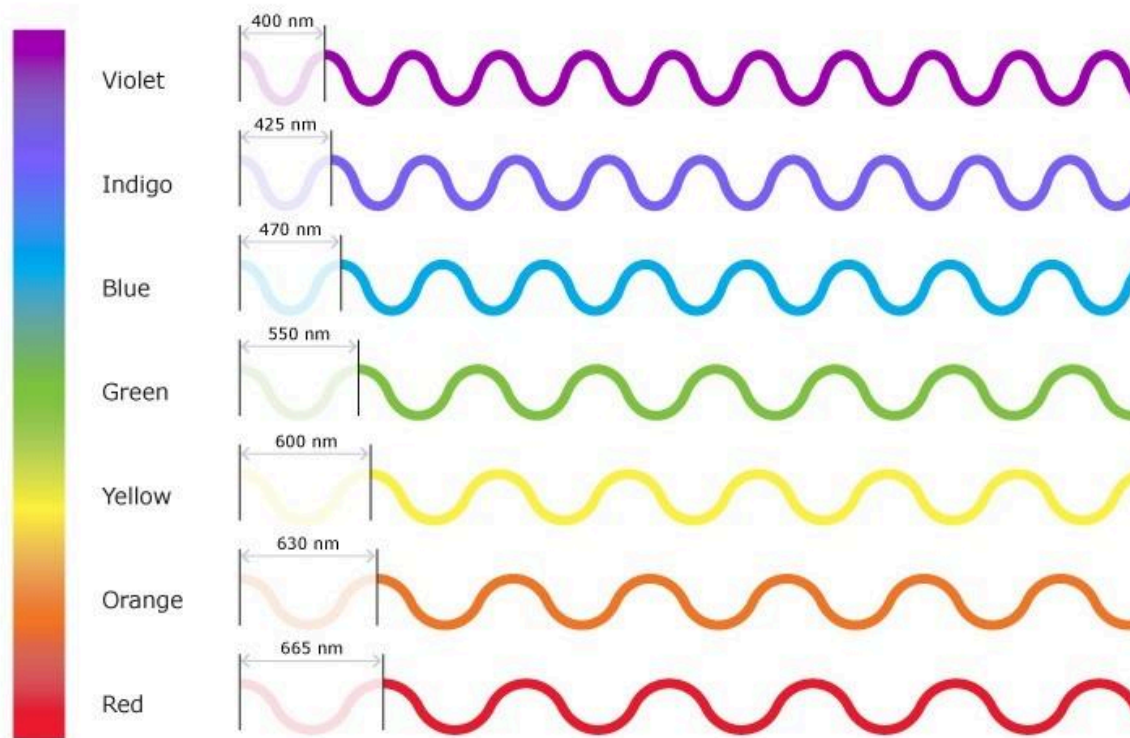
Beyond the Obvious

Color theory constitutes the study of how colors harmonize and influence our emotions and perceptions.

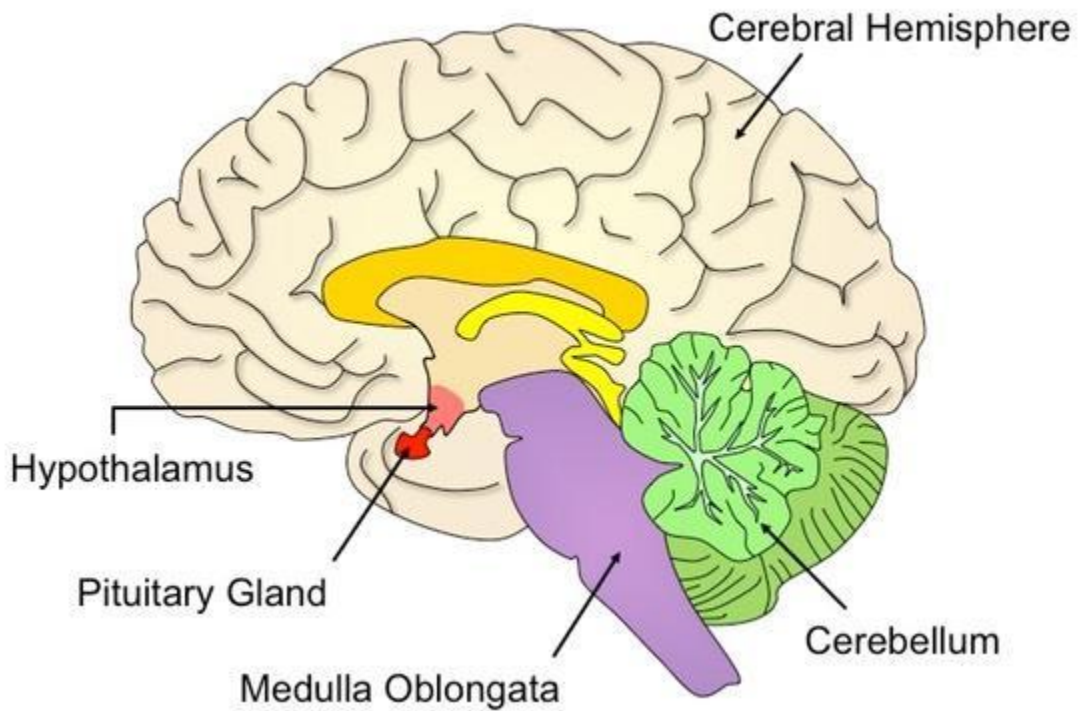
But why do they exert such an impact?

What's the scientific rationale behind it?

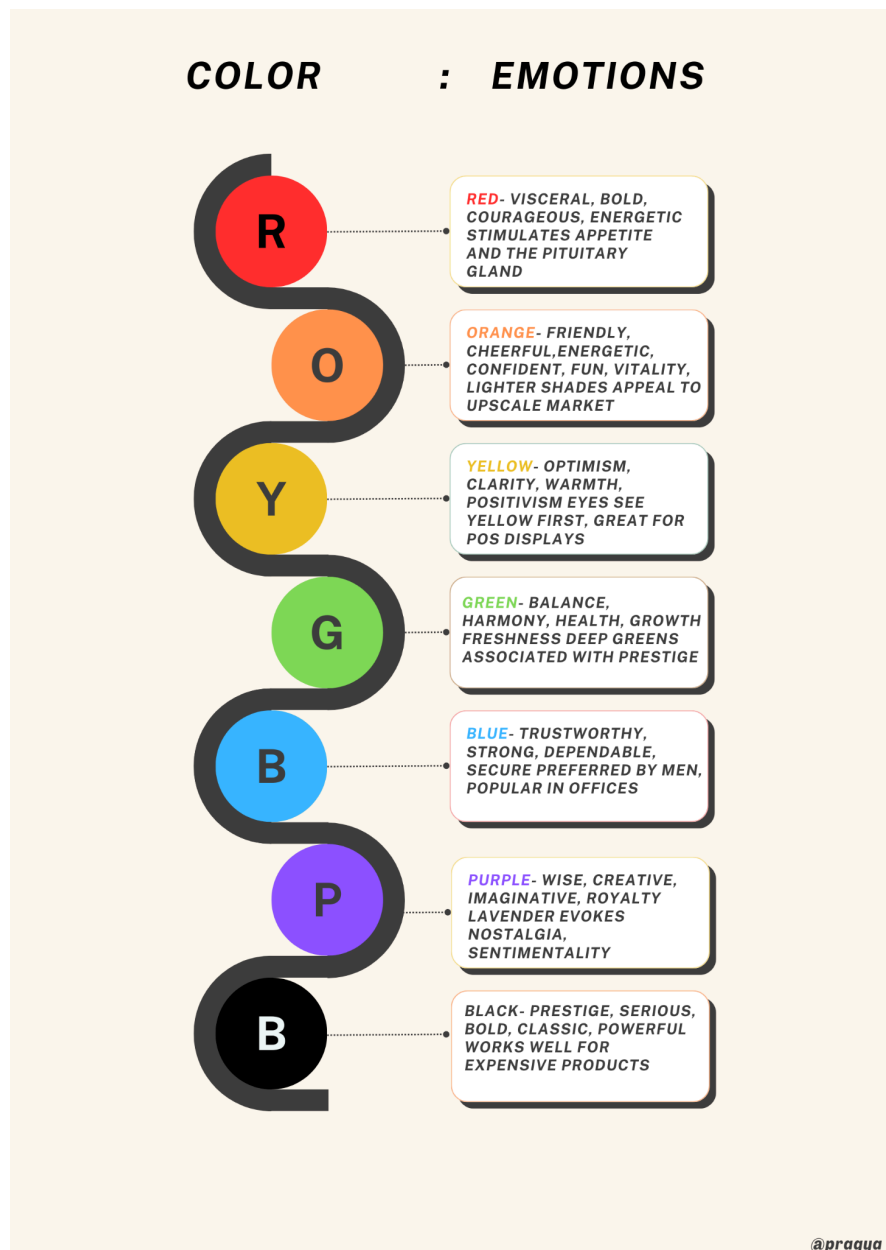
In consonance with psychology, it resides within our brains. Light travels in waves, each color possessing a distinct wavelength. These wavelengths reach our eyes in diverse ways, translating them into electrical impulses that journey to our brain—specifically the hypothalamus.



The hypothalamus, in our body, modulates various functions such as sleep patterns, behavioral tendencies, appetite and metabolism, and body temperature. Thus, specific colors affect us, barring cases of color association.



As colors significantly mold our emotions, here's a breakdown of colors and the emotions they elicit :



Branding in Hues: *Decoding Corporate Colors*

The selection of colors holds immense importance in marketing and branding. Color is a potent medium through which we perceive the world. Studies reveal that people form opinions about individuals or products within 90 seconds, with 62 to 90 percent of product considerations being based solely on color. Hence, graphic designers focus intently on color selection, recognizing its pivotal role in marketing and branding.

product
considerations being
based solely on color



I assume you've deduced the answers to all the questions posed earlier.

Answers:

Why are GlobalLogic premises predominantly adorned with green, blue, and orange objects?

Answer: The combination of green, blue, and orange colors is chosen to enhance focus and concentration during our daily office tasks and meetings, providing us with the necessary energy throughout the day.

Why does Zomato sport a red logo instead of blue?

Answer: The red color in Zomato's logo is selected because it stimulates appetite. Consequently, when customers use the application, they are prompted, whether consciously or subconsciously, to make a food order.

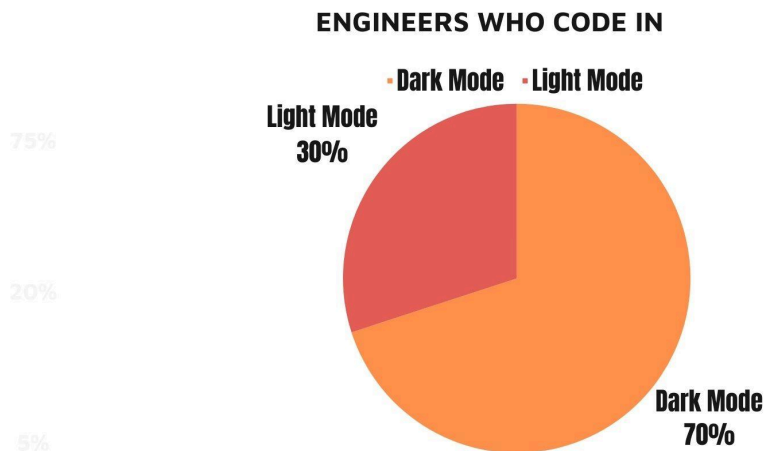
Why does Tata opt for a blue logo over red?

Answer: Tata, renowned for its trustworthiness, opts for a blue logo as the color is associated with triggering feelings of trust and reliability.

Dark Mode Dilemma:

Illuminating Developer Productivity

Now that you have grasped the concepts of color combination and color theory, ponder why I initiated the experiment at the blog's outset. It intricately ties into our developers, or more precisely, software engineers. Reportedly, over 70% of software engineers code on Dark Theme IDEs.



A glance at popular coding environments theme downloads consistently reveals that the top 10 themes are dark. A colleague humorously quipped, "We love dark mode since bugs like light." :p

For some inexplicable reason, I find solace in working at night, a mere habit. Consequently, I cherish a dark theme in a dimly lit room.

Now you understand why, at the blog's inception, it was easier for you to identify objects on the 2nd and 3rd slides of the experiment.

Designing Productivity:

The Dark Room Concept

Observing how a change in IDE theme impacts a developer's capture speed—requiring less time to grasp elements on the 2nd or 3rd image—raises a pertinent question. Why doesn't the same environment provided in IDEs extend to our office premises?

Imagine if each company dedicated a dark room to their developers, meticulously designed by their own designers. Such an environment could provide a focus akin to their IDE theme, potentially enhancing their planning, coding, and execution processes.

If companies can meticulously strategize their branding and advertisements using color theory, shouldn't a similar solution be considered for the betterment of developers' productivity?

Granted, a few individuals might prefer lighter IDE themes, but exceptions exist everywhere :) At least 70% of them could experience improved productivity with fewer distractions.

Conclusion:

As we conclude our journey through the Chromatic Symphony, we unravel the secrets behind the color choices of brands and their impact on consumer perception. The blog wraps up by considering the implications for developers and suggesting innovative solutions to elevate their productivity. Join me in appreciating the vibrant world of colors and their subtle influence on our daily lives.

References:

My sincere thanks to researchers and authors whose work inspired me. My sincere apologies for any resources I inadvertently may have missed.

- For Images :
 - <https://www.sciencelearn.org.nz/resources/47-hours-of-light>
 - <https://www.braininjurylawofseattle.com/pituitary-gland-damage/>
- <https://medium.com/@tigranbs/why-developers-prefer-dark-coding-themes-a00cbf9d8900>
-  The Psychology of Color | Riley Johnson | TED...