

# PERCEIVED COLOR

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This project focuses on the effect of color on the perception of physical attributes of an object including size, distance to it, and weight. The perceived appearance of an object can change when the colors of it and its surroundings are altered. An object can appear larger or smaller, heavier or lighter, closer or further than its actual size, weight, and the location from the viewpoint respectively.

The two main factors that contribute to this type of effect have been found to be the value and hue of color. The knowledge regarding color effect on apparent size, distance, and weight of objects provides designers the ability to modify architectural expression with the use of colors, especially when the adjustment on physical attributes of space is restricted.

