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Solution

Color context

Color is a ubiquitous perceptual stimulus, yet relatively little empirical and even less theoretical work exists on color and psychological functioning. The research that has been conducted has tended to lack the scientific precision and rigor evident in other areas of inquiry in psychology. In response, we have set out to develop a general model of color and psychological functioning—color-in-context theory—which we present herein. We also overview several lines of empirical work that have emerged from this theoretical framework, starting with research on red in achievement contexts, moving on to research on red in affiliation contexts, and concluding with research on other colors in other contexts. In addition, we articulate the need to carefully attend to the fact that color comprises three attributes—hue, lightness, and chroma—in creating color manipulations in experimental work. We close by highlighting the conceptual, empirical, and practical implications of viewing color as a functional, as well as aesthetic, stimulus, and by sounding the call for more research in this important yet overlooked area.

Complimentary color

Complementary colors are pairs of [colors](https://en.wikipedia.org/wiki/Color%22%20%5Co%20%22Color) which, when combined or [mixed](https://en.wikipedia.org/wiki/Color_mixing%22%20%5Co%20%22Color%20mixing), cancel each other out (lose [hue](https://en.wikipedia.org/wiki/Hue%22%20%5Co%20%22Hue)) by producing a [grayscale](https://en.wikipedia.org/wiki/Grayscale%22%20%5Co%20%22Grayscale) color like [white](https://en.wikipedia.org/wiki/White%22%20%5Co%20%22White) or [black](https://en.wikipedia.org/wiki/Black%22%20%5Co%20%22Black).When placed next to each other, they create the strongest contrast for those two colors. Complementary colors may also be called "opposite colors."

Analogous colors

Analogous colors are colors that are next to each other on the color wheel. For example, yellow, green-yellow, and green are categorized as analogous colors. The word ‘analogous’ is defined as two things with a similar function or feature that are comparable to one another.