

## THE MAGIC OF COLORS AND HOW THEY INFLUENCE STUDENTS' LEARNING

*by:*

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The use of color in teaching materials has been shown to play a significant impact in eliciting various emotional responses and catching the attention of students. When it comes to emotions, focus, and behavior, the selection and arrangement of color may have a significant impact on learning. Even research with Alzheimer's patients has demonstrated that color signals aid memory and that color visuals are easier for learners to recall than black-and-white images.

Hajo (2018) stated that color is regarded to be the most significant visual experience for humans, a fact that has been well recognized in the advertising world. The majority of advertising carefully draw the attention of customers and depict a certain brand attitude. It has been shown that color may improve memory performance and raise brand awareness by as much as 80 percent. Certain hues might attract attention, heighten awareness, or induce serenity. By constructing classrooms with this in mind, the learning environment is optimal for enhancing learning capacities and memory recall.

Color-based visual stimulation is crucial for a productive learning environment. According to research, monotonous classrooms and learning environments can create anxiety, tension, and even dread. In addition, a lack of color can cause agitation, exaggerated emotional reaction, concentration difficulties, and annoyance. (Flowers, 2021). Color may significantly influence how students behave in class, maintain concentration, and recall knowledge. Blues and greens may be relaxing, while reds and oranges can boost productivity, and neutral hues can aid in keeping concentration.

The Experimental Psychology study also indicated that student performance deteriorated when visuals were provided in color and examined in black and white, and vice versa. This research demonstrates the importance of color uniformity in the classroom. Numerous research published in journals such as Psychological Science, Journal of Experimental Psychology, and Journal of Psychology shown that colorful media, as opposed to black-and-white media, improved students' attention and memory performance significantly.

A recent study discovered that color aids in the memorization of certain information by improving our degree of focus. Simply said, colors boost student focus. And, the greater a student's focus on certain stimuli, the greater their likelihood of remembering those stimuli. Also necessary for enhanced student understanding is the use of color-grading best practices in the creation of captivating video material.

Hence, the classroom is required for students to acquire and apply the numerous abilities that will lead to their success in the global world. The classroom is where pupils discover their position in the world. It is where they will mold their destinies, determine what they want and who they wish to become, and establish their goals. If a classroom is so essential to a child's growth, then it is crucial that it be designed and decorated with the children in mind.

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