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## **FEATURES OF COLORS SELECTION IN A DESIGN OF CHILDREN'S CLOTHING**

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*The principles of the use of colors in a design of children's clothing are defined. Based on the conducted research, the influence of colors on child is determined and the recommendations on the choice of colors that have a positive effect on child's psychological state are provided.*

**Key words:** *range of colors, design, children's clothing, psychology of perception.*

### **INTRODUCTION**

Since ancient times, color was a strong, but at the same time imperceptible force that determined the human behavior. Scientist from different fields of science called color in different ways, highlighting the psychological and physiological components of the color influence. Such components are related to emotions, mood, and feelings of a person. In an early childhood, a person begins to understand the meaning of color in clothing. The importance of the influence of color of clothing on human psychology is hard to overestimate, and if a child can only instinctively express his/her pleasure (or dissatisfaction) with a certain shade, then adults consciously notice the influence of color on energy and emotional potential, mood and even health. An important conclusion, to which the psychologists have come a long time ago, is that color, chosen by person in his/her clothing, reflects the psychological essence of the personality, his/her mood and defines (or explains) the motives of his/her behavior.

### **PROBLEM DEFINITION**

The aim of the research is to study the influence of the range of colors in clothing for child, to analyze colors and their perception by child from the psychological point of view.

### **RESULTS OF THE RESEARCH AND THEIR DISCUSSION**

The conducted analysis of colors used in the design of children's clothing has shown that modern designers use a diverse range of colors in their collections of clothing for children. The views on the children's fashion change every year. It seems like the children's fashion is copying the adult trends and interpreting them in reduced versions for children. Every color has a definite effect on the human nervous system. Color plays an important role in shaping the child's psyche and his/her perception of the world around.

When studying the works of the researches from Surrey Baby Lab [1], it has been determined that children distinguish colors immediately after their



birth. They study the names of colors at the age from 2 to 5 years and the first names that they remember have the colors they like, such as red, yellow, or green. Red and yellow colors are believed to be the favorite ones among children aged up to 5 years. At the age 6, children usually learn more colors and, as a rule, their opinion as to the colors becomes more individualized and differs from the opinion of other children.

When studying the results of the research on the chosen topic it has been found out that in warm season of the year children prefer the cold range of colors, and in cold season of the year – vice versa, prefer the warm colors. Little children do not like black, gray, brown colors since such colors are associated in their mind with evil characters from cartoons and fairytales. Many babies are wary of purple.

Purple, brown and black colors are outsiders for children from the psychological point of view. The attitude of the psychologists toward purple is multivalued. On the one hand, purple is a color of creativity that improves the imagination and promotes the child's thinking. On the other hand, a lot of purple can disperse the child's attention and provoke a sense of loneliness. Dark brown may seem too boring for children. Light brown range of clothing can be a good alternative, as well as brown color in combination with other colors. Light brown color is not annoying and gives a sense of safety.

Dark colors set for self-examination, that is why the school uniform is usually dark colors, but at the same time the excess of black color negatively affects the child's condition, worsens his/her mood. Sometimes children of an awkward age surround themselves with black, which speaks for the inner disorder and contradictions.

Children dressed in the clothes of bright colors are more communicative and active. Red and orange shades stimulate cognitive activity and help kids to open up the world around them. When analyzing colors, it can be noted that bright colors, such as red, can have a reverse effect. Some psychologists believe that too bright colors in clothing, although attract children's attention, at the same time, have an extremely stimulating effect on the nervous system. From such effect the child will be very tired and become more annoying. Therefore, these factors should be taken into account when designing clothes for children.

Color is the basis for decorative sound of fabrics of children's assortment. For the clothes for newborn babies and nursery kids, it is advisable to choose fabrics of delicate colors: light blue, milky-pink, salad-green, etc. Pastel range of colors and range of colors that has been made shiny makes the baby quieter. Children see everything like adults and distinguish colors very good. It is proved that children prefer the colors of their mother's clothes. Therefore, mother affects the baby's aesthetic sense so mothers should be careful about their clothes at home and in the street. The dependency of the mother's colors decreases as child grows, he/she chooses his/her favorite colors that change as he/she grows up.

It is determined that green color calms nervous system well, red color forces children to act actively, pink color eliminates negative and calms



nervous system, blue color develops fantasy and enriches the child's inner world, and orange color causes pleasant emotions. Red color is not recommended for infants due to the fact that this color increases the brain and muscle activity, and also provokes the acceleration of the heartbeat. Light green shades have a favorable effect on the child's sleep, which should be taken into account when designing the bed linen for children.

After studying the conclusions of the researches [2, 3], it is worth noting that clothes made of fabrics in stripes, cells or peas, especially in black and white, cause the irritation among children. Bright colors are in good harmony with dark blue and white colors. Natural motifs and large applications, used in the fabric of soft pastel shade, calm the baby.

### **CONCLUSIONS**

The analysis of the use of colors in the design of children's clothing showed that the child's wardrobe should consist of tones and shades of colors that are indicated by psychologists and correspond to the child's nature (every child needs his/her own colors). The drawings on children's clothing should also correspond to the given coloristics, be clear and contain minimum of negative colors (black, red).

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### **ОСОБЛИВОСТІ ВИБОРУ КОЛЬОРІВ В ДИЗАЙНІ ДИТЯЧОГО ОДЯГУ**

*Визначено принципи використання кольорів в дизайн-проектванні дитячого одягу. На основі проведених досліджень визначено вплив кольорів на дитину та надано рекомендації по вибору кольорів, що позитивно впливають на психологічний стан дитини.*

***Ключові слова:** кольорова гама, дизайн, дитячий одяг, психологія сприйняття.*