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DESIGN AND COLORS – WHAT IS THE INFLUENCE OF COLORS IN DESIGN?

Colors have a major impact on design. And design is closely related with the color theory. Every single day we're surrounded by various colors from everywhere. If you take a closer look at the things around, they may surprise you with a number of colors and shades. People may not notice how colorful everyday things are but the colors have the significant impact on our behavior and emotions [2]. And the colors, that were used in your design, may cause the desire to buy thing (with this design) or they may disgust us.

To discover the influence of colors in design, and their role, we will analyse some information of color psychology.

Color psychology – it's a branch of psychology, studying the influence of colors on human mood and behavior. The thing is that our mind reacts on colors while we usually do not notice it. And colors make some emotions and feelings. Color psychology is helpful in many industries including business, marketing, and design. For example, the success of the product depends largely upon the colors chosen for the design. The properly selected colors help put users in the frame of mind that compels them to take action [2].

The basic knowledge of color psychology can be useful on the way of improved conversion for your product. Moreover, accurately chosen colors can advance usability of the product [2].

The first and perhaps most important thing to understand about the meaning of color is that there is no substantive evidence that support a universal system of color meaning. It's not that colors themselves have specific meaning, but rather that we have culturally assigned meanings to them [3].

There are much information about color symbolism and meaning. We will analyse some of it.

It is well known, that in modern world all colors are divided into two groups: warm colors and cool colors. They said that colors of each group have different influence on people's mind and emotions. For example, warm colors (red, orange, yellow), are colors of fire – they radiate warmth. They are more often associated with positive feelings, such as energy, happiness, comfort and coziness. While cool colors – green, violet and blue – have both positive and negative impact on human's mind. These are more commonly associated with trust, calm and professionalism. They are also associated with sadness and melancholy. Cool colors have the advantage of being professional and harmonious, but can also turn people off by the coolness they radiate [3]. There are also neutral colors, such as white, gray, brown and black. These colors make a good backgrounds. They help to focus on other colors [5].

To discover it more deeply, we'll analyse each of these colors.

Red color is a warm and positive color. It can stimulate the appetite. Red is often being used in restaurants for this purpose. It is often used for buttons in order to get people to take impulsive action. In design, the use of red color is an effective way to draw users' attention. But there is a negative influence of red color – it can cause aggression and can be perceived as demanding [2, 6]. Orange: it combines the physical energy and stimulation of red with the cheerfulness of yellow. It's not as aggressive as red and calls to mind healthy food (citrus). Orange has a more balanced energy than red, not as passionate and aggressive, but full of vitality. Orange color is often associated with success, sunshine, enthusiasm, joy, happiness, attraction, stimulation, the tropics, creativity and strength. It can increase appetite and evokes thoughts of fall and harvest. Orange has it's own disadvantage: too much orange suggests frivolity, it causes deprivation [2, 7]. Yellow: is the color of the sun. Bright yellow attracts human's attention. It is associated with optimism, fun, cheerfulness, enthusiasm. Yellow produces a warming effect, arouses cheerfulness and is often used to evoke pleasant feelings. But it can also be distracting when overused. Too much of it can cause emotional fragility, depression, fear, anxiety [2].

Green: is the color of nature. It is the color of balance, harmony and growth. In countries with green money such as the U.S it evokes thoughts and feelings of financial

wealth. Green is associated with stability, endurance, harmony, safety, life. Green promotes a love of nature, and a love of family, friends, pets and the home. It is the color of the garden lover, the home lover and the good host. Design in green colors perfectly suits to the products connected with nature [4, 6]. Blue: is the color of the sky and the sea. It has the opposite effect of red. It is perspective, reliable and responsible. They say, that blue color is the world's favourite color. It usually may give users calming feelings, blue color also shows reliability. However, as a cool color, it also associates with distance and sadness, so designers need to keep it in balance. It can provoke negative emotions, because it is also unfriendly, unemotional and cold [2, 6]. Purple is the color of the imagination and spirituality. For a long time it associates with royalty and wealth since many kings wore purple clothes. Purple is the best variant for presenting some luxurious products. It's also a color of magic and mystery and. A big concentration of the color may distract users' mind [2, 6].

White is associated with light, goodness, virginity. In color psychology white is the color of new beginnings. It usually is seen as clean and safe. However, too much white can cause the feelings of isolation and emptiness. In design, white is commonly used as the background color especially for the resources for which readability is a vital part. White can make a barriers, and says "touch me not". This color is so clean and a glut of it's 'sterility' makes a negative impact on people [2, 4, 6]. Grey is the color of detachment. It's a neutral color. It's associated with security, maturity, and dependability. The negative side of grey is that it can provoke depression, lack of energy lack of confidence [7]. Black in positive way is associated with power, elegance, formality. It also denotes strength and authority. Black brings feelings of the unknown. Designers often use it to set contrasts. It associates with mystery and death. Negative influence is connected with coldness, oppression, heaviness [6]. Brown is the color of security and protection like the mother Earth. It's connection to the earth gives it stability. People think that brown is solid color Designers commonly use brown as a background color in a variety of shades, from very light to deep. It brings the feeling of warmth and comfort to the designs [2, 3, 6].

Colors make an effect not only at human's emotions, but also they are like unique language, that can tell a lot information without words. For example each brand has it's own logo, and colors in it are a brand recognition. Brands search colors for their logos to reflect the type of the shop, or company. As an example, there is a definition of colors in logs. Red color is a youth and power color, in the same time orange is friendly and warm. Yellow color is full of optimism and happiness. Green is associated with growth and health (it is popular among the farmacy companies). Blue is a color of stability, security. Purple – luxury and wise color. White is color of clean. And black is an experienced one [6].

As usual, bright colors are more favourable among people than dark ones. Because of it, graphic designers make their logos in bright colors. But interior designers in interiors use more pastel shades of bright colors with elements of bright ones, because people feel calm and more safe in interiors made with pastel shades of colors. These colors have a good influence on nervous system.

In conclusion I want to say, that the influence of colors in design is very important. They can help and destroy, can cause different types of emotions, they are both friends for us and evils. Only if you use them in balance, they will bring you only usefulness.

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KNOWLEDGE MANAGEMENT SYSTEMS

Introduction The issue of knowledge management systems has probably always been the most discussed and debated topic within knowledge management (KM). Even though knowledge management systems are not the most important part of KM (with some arguing that they are not even absolutely necessary), this is still the subject that generates most interest.

The purpose of this study is to define and to describe in details the issue of knowledge management systems.

Setting the task The tasks were set in order to understand where and in what forms knowledge exists.

Presentation of the main material The overall objective is to create value and