Visual Features: Colour

* **Colour saturation:**
	+ More grey: less saturated
	+ No/little grey: highly saturated
	+ Show emotion, attitudes, past, the future etc.
* **Colour hue:** creates mood
	+ *Red:* active, passion, masculine, danger
	+ *Orange:* excitement, desire
	+ *Warm colours i.e. yellow:* cheerful, joy, light hearted
	+ *Cool colours i.e. blue:* calm, wisdom, sadness
	+ *Pink:* rich, feminine, romantic
	+ *Sepia:* the past or age
	+ *Green:* knowledge, hope, promise
	+ *Black:* evil, mysterious, powerful, fear
	+ *White:* purity, innocence, mystical
	+ *Purple:* passionate, royalty, caring
	+ *Grey:* uncommitted, uninvolved, sadness