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