



What is color but emotive power? Children given black crayons draw inanimate objects like vehicles and buildings. When given colored crayons, they draw living things. In Jerusalem, a blue door was thought to ward off harm. In Europe, red cloth tied to animals' fur performed the same function. Actors regard yellow as an evil color and will not allow it in the theater. Color has physiological power, too. A Japanese study has shown that red light causes blood pressure to rise, while blue light makes it decrease. A University of Texas study indicates that red light causes handgrip to grow stronger. Color affects us deeply. And no other medium reproduces color with such fidelity or volume as paper.