1. Introduction

In the past, the interests lied mainly on the daytime view. But the importance of night view is getting more interests. It is time to stop focusing on and showing the functional sides of light to people. It is necessary to lead new cultures throughout the city by sublimating the light into the art. Spaces and views which make the people want to stay more emotionally shall be developed. There is a variety of ways to represent human emotions. These human emotional elements change and develop dependent upon age, experience, environment, and so on. Therefore, human emotion study needs to constantly reflect these changes in detailed characteristics of emotions through inspection, evaluation, analysis, and database construction processes.

This research is required to study and research how to upgrade the night view in the emotional aspect in consideration of digital color control and color coordination in using the lighting. In order for the right use of lighting, the cases of media facades and chromaticity coordinates for the emotional interactions are investigated in this study.

2. Purpose and Methods of the Study

The purpose of this study is to propose a new digital color culture by analyzing the color scheme of the media facades which have been created using the artificial lightings and technologies. The methods of study are as follows. Our study is based on video recordings of media facades in four different cities, New York, Singapore, Seoul, and Beijing from 9:00 to 11:00 pm, since the development of digital and illumination technology allows us to capture the night landscape, which is as important as day landscape. After careful consideration color change and building capacity, we have selected twelve
recordings that were filmed using middle-distance frame. Then we created a visual stimulation based on the video recordings that show the form and movement of media facades and the color scheme image that was extracted from the recordings. Our emotional keywords survey is based on this visual stimulation and thirty male and thirty female participants evaluated this stimulation in SD seven-scale technique using twenty three different color emotional keywords.

3. Conclusion

The results of our survey show that there is little gender difference on emotional keywords. But it reveals the differences in the emotional keywords when comparing the video recordings and the coordination colors. The participants have predominantly chosen emotional keywords from the "dynamic"-"hard (solid)" axis of the former, while they have primarily chosen "soft" keyword from the "soft"-"dynamic" axis of the latter. The result is significant that color emotion analysis could be conducted by the coordination colors, which shows only the change of colors, without showing the change and movement of objects, such as buildings, which is common in the video recordings. We are confident that our methodology, especially color evaluation extraction method, could be a useful tool for research on the influence of colors to the emotion evaluation of image or digital environment.

References

Mark, D. F: 2005, Color Appearance Model, John Willey & Sons, Inc.