

A DESCRIPTIVE ANALYSIS OF THE USE OF COLORS
IN CONVEYING EMOTIONS IN PIXAR FILMS

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ABSTRACT

This is a research study designed to recognize the use of colors in portraying emotions in Pixar films. Specifically, the study answered the following objectives: (1) to analyze the use of colors in all Pixar films and how these colors effectively convey emotions to propel the story; (2) determine what color or color combination was used in selected scenes and the emotion it represents; (3) to describe the scene, analyze the use of colors, examine its significance to the scene; and (4) to discover the subliminal context of the color usage in relation to the story. Applying the theories, Formalist film theory and Hypodermic Needle Theory of Communication, a table was prepared with corresponding movie titles, the period of the scene where the change of color occurred, the description of the scene, the color(s) used, the dominant emotion of the scene, the subliminal context of the use of a particular color(s), and the significance of the scene to the story in order to gather data. It was found that each color is assigned to a specific emotion. Each color is significant to a specific scene and examining the underlying messages can help audience appreciate the film thoroughly.