"COLORS: MORE THAN JUST AN AESTHETIC"
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Color is everywhere. From the black linings of your smartphone to the dark red syrup on top of your strawberry sundae. For most, color defines the way they live. As we all have different personalities, we also have our own preferences. But sometimes do you wonder if someone chooses a color based on it’s properties? Does a person choose green as the color of the roofing of his house just for aesthetic? Or maybe choosing a black car has a deeper reason than what is presented?

Colors, apart from being aesthetically pleasing to the eyes, can hold such properties that can be used as an advantage. Colors have different light and heat-absorbing properties. Bright colors tend to reflect the heat, while Dark colors can absorb more. It is well known that all objects give off energy, while it can also take in energies too. A material that can absorb a lot of light usually appear as a dark color to our eyes, while materials with reflective properties tend to appear in a brighter hue, such as yellow and white. (Cuizon, 2009)

Black or dark colored objects absorb and give off heat in the fastest. They have lesser Albedo, which means they reflect less light. Darker colors absorb more light, and since light is an energy, absorbing the light tend to increase the materials’ temperature. This is the reason why most cooking pans are made or glazed in a darkcolored material. One good example is the Black Licorice Glaze for ceramic cookingwares. Ceramic itself has a slower heat absorption than most materials, but it cools down slower, meaning the heat escapes far slower than the usual metal pans.
Light colors are good reflectors of light. Instead of taking in all of the light, it takes in only a little amount, then reflects the rest. The wavelengths (differs per material) will determine the color that our eyes will perceive. (Van Beek, 2015)

This is why neon colors are best used at night, as you can easily see and or identify an object despite lack of light sources. (Cuizon, 2009)

Shiny colors are much more reflective than regular light colors. These include colors with a higher sheen than regular colors, such as High Gloss Black materials, or Glossy White materials. Even dark colors with a shiny or glossy finish can reflect a significant amount of light. Regardless, heat absorption hierarchy of colors will remain the same if all factors are equal. A High gloss black item will always absorb more heat than a shiny yellow finish, despite having almost the same reflective sheen. (Kittmer, 2015)

Black will always be the ultimate heat absorber. It absorbs all light on the visual spectrum, leading to the creation of a void of light. It is the hottest possible color, due to it being able to absorb all light wavelengths. White is the coolest possible color. While it may still absorb and retain heat, it will only absorb and retain minimal amounts of heat.

Now, before you ask why people remind you to avoid wearing black clothes during the summer? Always remember that black is the ultimate heat absorber. Sometimes the color of an item may hold a deeper meaning other than as an aesthetic or theme.
References

