

Color Intensity

Superficial Intensity with Positive Content

Superficial or shallow emotions are those referring to mood or vague feelings with little driving power, i.e. paintings, modern art, artistically pleasing decorations, curtains, objects of art and desirable objects of daily use, such as automobiles. Also, references to feelings and moods, “....this makes me feel gay and happy....,” “.... it makes me think of love....,” “the colors are tremendous....” reflect weak insincere emotionality.

.... shallow, pleasant, refined emotions direct the sorts of social contacts that are made and maintained.

.... a pleasing and attractive appearance is of major importance to the person.

.... little is desired emotionally from contacts with others.

(Piotrowski 1979, p. 228)