In 1666, English scientist Sir Isaac Newton discovered that when pure white light passes through a prism, _____. Newton also found that each color is made up of a single wavelength _____.

Further experiments demonstrated that light could be combined to form other colors. For example, _____. Some colors, _____, cancel each other out when mixed and result in a white light.

_____, then you have probably noticed how certain colors can be mixed to create other colors.

"Given the prevalence of color, _____," researchers Andrew Elliot and Markus Maier have noted. "_____", little theoretical or empirical work has been conducted to date on the influence of color on psychological functioning, _____."

_____, the concept of color psychology has become a hot topic in marketing, art, design, and other areas. Much of the evidence in this emerging area is anecdotal at best, but researchers and experts_____ about the psychology of color and the effect it has on moods, feelings, and behaviors.

Despite the general lack of research in this area

Surprisingly

red light mixed with yellow light creates an orange color

and the work that has been done has been driven mostly by practical concerns, not scientific rigor

one would expect color psychology to be a well-developed area

it separates into all of the visible colors

such as green and magenta

have made a few important discoveries and observations

and cannot be separated any further into other colors

If you have ever painted