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Abstract

Color is Perhaps the most important element in art because it is what first attracts attention when looking at anything or any work of art. Studies have emphasized the importance of colors in human life. A good color scheme in all aspects of life is a clear indication of a highly developed society and nation. It also has a positive effect on the individuals by providing feelings of joy and comfort. Such Feelings encourage hard work and productivity whether at home, at school or at work.

Creating good color schemes often requires a knowledge of basic principles and rules. Woman is more in contact with colors because of the nature of her responsibilities, which involve arranging furniture, clothing and so forth.

The researcher has selected the female students at the university for this study because at this age they become mature, aware, and independent in choosing her clothing , especially after having depended on her parents in such matters. The researcher has thus conducted this study to examine their knowledge of the rules for color schemes.

The research aims at achieving the following :-

1- Identifying the extent to which female university students make use of the basic rules for clothing color schemes.

2- Detecting the significance of difference in the degrees of clothing color schemes for the female university students   (who form the sample of the study) in relation to certain variables. This is done by means of the following null hypotheses tests :

There are no statistically significant differences in clothing color schemes for the female university students attributed to the following variables:

(a) The first and the fourth years of study.

(b) The mother's academic achievement.
(c) The father's academic achievement.

(d) The mother's occupation (housewife or employee).
(e) Residence (Baghdad or provinces).
(f) Nature of residence area (commercial, agricultural, industrial, popular or residential only).
(g) Monthly in comes.
3- Identifying the extent to which female university students would like to develop her skills at clothing color schemes.

The research sample has been randomly selected from different colleges of the university of Baghdad . The college of fine arts, the department of architecture at the college of engineering, and the department of home economics at the college of education for women have been excluded because of the relevance of the subjects taught to colors. The research sample was made up of (552) students for the academic year 1999 – 2000 distributed in two classes, (286) in the first class and (266) in the fourth.

The researcher has adopted (36) models to measure color schemes. Each model contains a picture of a girl wearing a shirt and a skirt. Each pair of models was placed together on a card with one model following the color schemes principles and the other lacking these principles. In this way the research instrument contained (18) cards to measure color schemes.

A separate response form was devised to record student's response while the cards are presented with information related to the research variables and the number of model favored by individual students.

The models and the basic principles have been presented to professors expert in the field in order to confirm the validity of the instrument and their reliability as representative of the rules of color schemes. Both models and principles won a 100% approval.

The study was initially conducted upon a randomly selected exploratory sample of students at the college of education for women, to confirm the clarity of the instructions, the timing of the experiment, and the researcher's presentation of the models. The results showed that no major difficulties existed and that the average time required was (20) minutes.

To confirm the discrimination power of the items (cards) , the scale was applied to (100) randomly selected students. The total scores were then calculated and arranged in descending order. 27% of the students with the top scores and 27% of the students with the lowest scores were then taken to extract the discrimination coefficient for each item by calculating the proportion of those who answered correctly to the number of the students in both groups.

The reliability of the instrument was then calculated by using the Pierson correlation coefficient and it was found to be (0.87) and it is considered a high coefficient.

For the statistical analysis of the data, the researcher used the Pierson correlation coefficient, the t – test for one sample and the t – test for two separate samples, and the a nova test to examine and test the differences among the groups of the research sample.

The most important results of the research show that the university students ' application of the basic rules for color schemes does not fulfill the required level and that the students lack knowledge of these basic rules. The research results also reveal that there are differences in clothing color schemes in the income groups. These differences were in favour of the group with the high income. It was found that income was in direct proportion to students' familiarity with color schemes rules. No differences in clothing colors schemes were found in relation to the other variables concerning the parent's academic a achievement, mother's occupation or residence.

The researcher has finally made a number of recommendations including increasing students' knowledge of the importance of color schemes through the educational institutions and mass media. The researcher has also suggested further research in the area.