

Research Practises
Dissertation Proposal

I am currently studying Graphic Design and I am very interested on how colour has such an impact on how graphic design can be perceived. Graphic design plays such a big part in our every day lives, whether it is on social media or walking down the street you will see something that is graphic design. I aim to go into this further by focusing and exploring the words "Colour", "Graphic Design" and "Psychology". This is something I have been wanting to discover more about because not only does it interest me but will benefit me as a designer.

"Colour"

Colours play a big part in our every day lives, they give us an indication, like whether to stop or go. Colour can effect our mood positively or negatively. It has always been a fascination to me how impactful colour is. Colour is a reflection, a reflection of our personality, our moods, colour defines us. Below I have broken down the word colour into different headings and talk about what I could further explore in my dissertation on this key word.

Male and Female - Colour Preferences

Colour preference differs strongly between male and female, according to uxplanet.org men prefer bolder colours and women softer colours. I think if I am going to study further into colour for my dissertation, understanding the different perception of colour for both male and female will be an important factor for my final outcome. Colour preference also comes down to what product a company may be selling, for example if a watch company is advertising a watch aimed towards men it would not use the colour pink, it would most likely use a dark, bold colour more suited for men.

Appearance

What we choose to wear every day defines us, according to a study done by "buyshirtsonline" the colour black is a colour that most inspires confidence, I find this very interesting as the colour black can be perceived as a negative, dark colour that also links with death so for this colour to instil confidence is an interesting study, one I will be sure to look further upon for my dissertation. "buyshirtsonline" also did a study on colour most associated with arrogance, this colour being red, red is also seen as a "confident", "Sexy" colour these meanings corresponding with one and other.

Sensations/Emotions

Each colour has a general perception, I am to explore these different properties and find out how these colours are transferred through art. I have found a study online by "colour-affects.co.uk" where they provide all of the meanings behind the most well known colours like; Red means warmth, strength, aggression. Green, peaceful, rest and environment. Blue; trust, logic and calm.

Colour Identity

A strong example of colour identity is Mc Donald's, when you think of Mc Donald's you think yellow and red instantly, it is fascinating how these colours are implanted into our minds. There are plenty other examples of colour identity, it shows how crucial the choice of colour is once creating a cooperate identity.

Thinker

One Graphic Designer who I admire greatly is Aaron Draplin. Draplin is known for his use of vivid,



expressive colours in his work, these colours instantly catch the eye. One of my personal favourite pieces of his is called “Valves of Hatches” (Seen Below)

In this piece you can see how Draplin strongly manipulates colours in this work, with the blue corresponding with the grey, your eye wanders across the entire piece. The use of these thick black lines works nicely, contrasting with the bright colours. Draplin’s work consists of positive vector pieces that truly stand out above others and is someone who I believe impacts strongly on colour in graphic design.

“Graphic Design”

Graphic Design is a subject of the arts that focuses upon displaying information through many media like; posters, books, websites, magazines and does this by using typography, page layout and advertising. It is a subject that strongly focuses upon communicating. Graphic design is part of every day life. Below I will break down the word/theme “Graphic Design”.

Information

Getting information across to the public is very important, the way information is displayed can vary on the actual subject, for example if a festival is trying to communicate its show times it would do so in a colourful, bold way whereas if the product is a medicine bottle the design would be simple, plain and to the point. Social Media in today’s society plays a big part in how information is distributed throughout the world perhaps I can look into social media platforms like Twitter, Facebook, Instagram etc looking closely towards their choice of colour and how colour influences the user.

Design

Design relates across the entire of the arts. What does design mean? Design is creating something, whether that may be a drawing or clothing. Design is also a choice, a designer gets to decide what he or she wants to create and how they want people to perceive it. As I have stated I

am researching into how colours impact upon graphic design and its visual meaning so I can investigate to how the composition effects how colours are perceived also.

Typography

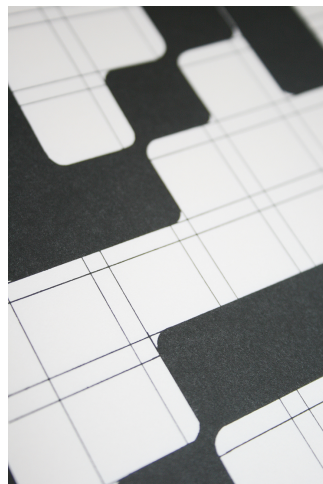
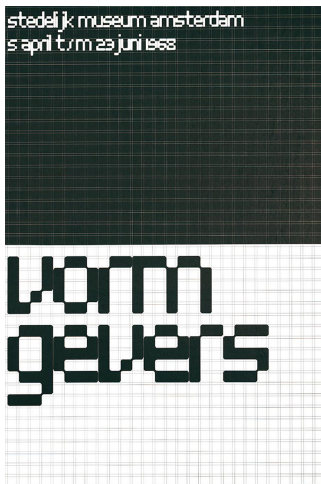
Typography is strongly used throughout Graphic Design and can have a huge impact on getting a message across to the public. There are millions of fonts out there in the world, more getting created each day and choosing the correct font can be make or break. I can highlight how changing the colour of a font can inflict upon the message, for example writing the word “Bye” using blue feel more emotional than just writing it in the colour black.

Advertising

Advertising has become more popular throughout the years and a lot more mobile. With technology and social media developing rapidly it has become a huge part of society and will only continue to grow. I could research into how adverts use/push certain types of colours, this could be an interesting study because I believe the our perception of colours are impacted by adverts.

Thinker

My chosen thinker for my key word “Graphic Design” is Wim Crouwel. Crouwel is a great example of a Graphic Designer who uses colour and composition so well. His designs come across as very basic but yet unique pieces of art. Below is one of my favourite designs by him called “Vormgevers” created in 1968. The colour choice is simple but yet fits well with the design. Crouwel uses a wide range of colours in his work, a lot of the colours he used were more suited to the time era.



“Psychology”

Psychology is a study of the human mind and how the human mind functions. This includes the characteristics of a human. Psychology is crucial in graphic design, because as a designer you must have an understanding of what your customer/viewer like or dislikes. Colour, spacing and font choice is vital in getting the correct message across the target audience. In todays creative world, semiotics and the colour theory are being installed into designs. Below I have deconstructed the word Psychology.

Emotion

Emotion is a big part of psychology, and as graphic designers we are in complete control over how we want the viewer to perceive our piece(s) of art. There are number of emotions like; Fear,

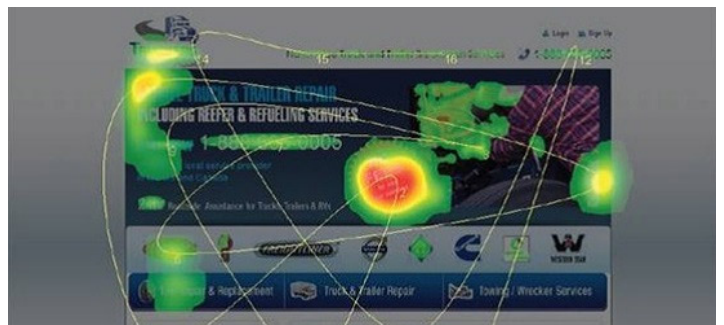
Surprise, Love, Optimism, Bored, Joyful etc. An article from “retinart.net” describes a logo that made the writer of the article feel sad. The author describes the type face as “ The typeface gives a fitting air of femininity and gentleness. The heavier strokes of the letters negate any delicateness that one may consider this logo to have. The exclusive use of uppercase, the elegance of the lettering—especially the finials of the R and the E—lead to a quality of stability.”



This highlights the importance of typeface, composition and colour, even though this is only one person's opinion on this logo, the logo has made a psychological impact upon someone.

Manipulation

This is used in graphics quite often, shops use it quite often to get the customer to buy their products. This could be big signs that grab the customer attention, well placed imagery. There have been eye tracking studies that show where the eye mainly looks upon visual graphics, this is done using eye tracking software.



You can see from the example above the eye mostly makes contact with the bright red flashing vector that is placed just off centre to the right, the other information is looked upon fairly lightly, this showing how important it is to structure the design. The composition is not the only method that is drawing the eye towards that part of the page, I believe the bright red draws the eye to this section of the page.

Situations

Certain situations can affect the mind also so I believe I should take into account not only the composition and colour but the location it is being looked upon. A location can change the perception of a piece of graphic, for example if you were looking at a horror film poster and this poster was positioned in a dark setting, it would enhance the user's reaction and emotions.

Psychology is going to be a crucial key word for my dissertation, and I will need to investigate thoroughly to truly understand how colour influences graphic design and its visual meaning.

Throughout the break down of my three chosen key words “Colour” “Graphic Design” and “Psychology” , I have formed a question which I wish to further research upon next year for my dissertation. My first key word being “Colour”, this key word is one of the main segments to my questions, I intend to research into this further and will aim find out how colours influence graphic design highlighting colour preferences, how colour appears and the emotions certain colours can interpret. My next Key word is “Graphic Design” this links in with “Colour” because Graphic Design uses colour, along with composition. Graphic design as a key ables me to use advertising as one of my subject, where I can talk about how certain adverts use colour to push customers to buy their product. My last key word is “ Psychology”, this links in with both “Colour” and “Graphics” because both have elements of “Psychology”, “Colour” having the colour theory and Graphic Design uses both “Colour” and composition to communicate a message.

Overall I am pleased with how I have formed this question, I have chosen keywords that I am passionate about and all of which relate to my chosen course (Graphic Design). I am looking forward to perhaps developing my question even further, I have already got some books in mind that I think will give me a further understanding of the subjects and I am motivated to coming up with a strong dissertation.

Dissertation Question

In what way can colour influence graphic design and its visual meaning ?

References

- (adsbygoogle = window.adsbygoogle || []).push({}); White for Shadowhunters is the color of funerals, i. (2018). *Color Psychology - The Ultimate Guide to Color Meanings*. [online] Color Psychology. Available at: <https://www.colorpsychology.org/> [Accessed 10 Apr. 2018].
- [Infographic], P. and Team, W. (2018). *Psychology of Color | Info Graphic | Visual Meaning*. [online] WebpageFX Blog. Available at: <https://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/> [Accessed 10 Apr. 2018].
- Buytshirtsonline.co.uk. (2018). *What Do the Colours You Wear Say About You?*. [online] Available at: <http://www.buytshirtsonline.co.uk/colour-perception/> [Accessed 10 Apr. 2018].
- Colour-affects.co.uk. (2018). *Psychological Properties Of Colours - Colour Affects*. [online] Available at: <http://www.colour-affects.co.uk/psychological-properties-of-colours> [Accessed 10 Apr. 2018].
- Draplin, A. (2016). *Draplin Design Co.*. New York, NY: Harry N. Abrams, pp.122 - 123.
- Facts, U. (2018). *Topic: Advertising in the United Kingdom*. [online] www.statista.com. Available at: <https://www.statista.com/topics/1747/advertising-in-the-united-kingdom/> [Accessed 9 Apr. 2018].
- Google.co.uk. (2018). *Where do our eyes look once shopping - Google Search*. [online] Available at: https://www.google.co.uk/search?rlz=1C5CHFA_enGB791GB791&biw=879&bih=802&ei=97nzWq_sGeyOgAb54624DA&q=Where+do+our+eyes+looks+once++shopping&oq=Where+do+our+eyes+looks+once++shopping&gs_l=psy-ab.3...72996.83378.0.83564.48.44.1.3.3.0.147.3444.38j5.43.0....0...1c.1.64.psy-ab..1.39.2895...0j35i39k1j0i131k1j0i67k1j0i3k1j0i20i263k1j0i22i30k1j0i22i10i30k1j33i22i29i30k1j33i21k1j33i160k1.0.h03dffWusN4 [Accessed 10 Apr. 2018].
- Morton, J. (2018). *Color research and global statistics about color*. [online] Colorcom.com. Available at: <https://www.colorcom.com/research/demographic-research-about-color> [Accessed 9 Apr. 2018].
- Retinart.net. (2018). *The Power of Emotion in Graphic Design - Retinart*. [online] Available at: <http://retinart.net/graphic-design/power-emotion-graphic-design/> [Accessed 10 Apr. 2018].
- toucan design. (2018). *Colour: Why is colour choice so important in design? - toucan design*. [online] Available at: <https://www.toucandesign.co.uk/blog/colour-why-is-colour-choice-so-important-in-design> [Accessed 10 Apr. 2018].
- UX Planet. (2018). *Color, psychology and design – UX Planet*. [online] Available at: <https://uxplanet.org/how-color-can-effect-emotion-ccab0431b1d> [Accessed 10 Apr. 2018].