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Three Keywords: Emotion, Design and Photography.

When trying to come up with my three words, I tried to think about what I enjoyed and what I was interested in and what words I would enjoy talking about. My first thought was emotions, as emotions can relate to design in many ways. I also wanted to talk about photography as it's one of my favourite hobbies. I also chose design as its a big part of our course, and there's a lot of information about design and its different aspects.

The first key word out of the three that I chose was 'Emotion'. When we were originally given this project my mind immediately went to emotion. I find the concept of emotion in design really intriguing as it can be portrayed through many aspects such as colours and how aggressive something is portrayed, are the lines thin and swirly or are they thick and rigid. However they could also symbolise power and importance. This is linked to hierarchy as your eyes are typically drawn to the bigger and bolder lines. This could be a good tip for when you're showing your work and you want it noticed more than others, make sure your work is bold and noticeable. This is explained by Steven Bradley "Thick lines on the other hand appear difficult to break. They suggest strength and give emphasis to nearby elements. Thick lines are bold and make a statement." (Bradley, 2022). If you're using thin lines you need to think about what they suggest, "Thin lines are fragile. They appear easy to break or knock over. They suggest frailty and convey an elegant quality. They are delicate and give off an ephemeral air." (Bradley, 2022). Specific patterns of line could also mean and show your current emotions when creating any design, for example messy and untidy lines that are not uniformed show that you are in an untidy and possibly unstable headspace when creating that piece of art. Whatever headspace you are in when creating something is usually conveyed through

that piece of art and design. In some cases that is a good move if it makes it stand out more and make it more appealing to the eyes of the viewer. However if when you are designing something and you are in a really unhealthy headspace it could become something messy but not a good messy but a bad messy it could become quite uncomfortable and difficult to look at. To summarise the use of lines, Steven Bradley states that “Lines are an essential building block in our visual vocabulary. Combined with shapes, colour, value, texture, space, and form they give us a visual grammar which we can use to communicate. They seem simple. You did not need me to tell you what a line is when you started reading this post and yet here we are some 2,000 or so words later and we’ve barely scratched the surface of what lines can do. If we wanted them to, lines could create the surface and represent the scratch. Something as simple as a line can have an endless combination or variety and through that variety convey different meanings, concepts, themes.” (Bradley, 2022). When conveying emotion the use of colour is very important because every colour has it’s own meaning. According to The Masterclass Colour Guide “In works of art, artists use colour to depict and describe the subject. Artists, especially painters, utilise their knowledge of colour to portray mood, light, depth, and point of view in a work of art. Throughout history, there have been numerous iterations of colour theory, which is a set of guidelines for mixing, combining, and manipulating the colour spectrum.” (Masterclass staff, 2022). When people design art the use of colour and shape is inevitable. In every piece of artwork you see a colour or multiple colours and shapes are used in some way, whether it’s obvious or hidden, they are always there. Some artists have a signature colour or shape that reoccurs throughout every piece of art or design they make. Sometimes it helps

people recognise a specific artists' work when browsing. An artist who also uses lines is Keith Haring, he uses vibrant and both lines in all of his artworks to portray energy, these lines suggest both positive and negative aspects.



Keith Haring is most recognisable for his artwork being very bright and colourful with the contrasting black outlines. His style of work is very noticeable and identifiable to people who view it, it also helps people who want to buy a piece identify it. He uses very juxtaposing colours throughout all his pieces, it makes his art very eye-catching and it definitely draws people in, it makes people curious as to his art and to who he is. Keith Haring is one of my favourite artists. I love the fact that he has a constant style that he never changes. I like that he uses a really dark black outline that contrasts against the extremely bright colour of his subjects. I really like his use of the juxtaposition of the opposing warm and cool colours he uses that creates a certain vibe in his art works. It's

very eye-catching and it certainly draws people in and interests them. Similarly the patterns also engage the eyes and interests of the viewers and stimulate the thoughts, ideas and opinions. When you are creating a piece of art, you have to think clearly about the colours and what they represent based on what emotions are being portrayed, if you are creating something based on anger and aggression the colours that would most likely be used are the darker colours such as red and black. However the colour red also symbolises adventure, action, energy, excitement, love, passion and strength. If it is a design based on happiness or happier thoughts the colours that would be used are the lighter or nicer colours such as pink, orange and yellow. The colour yellow is mostly used to represent more positive and peaceful ideals. The other ideals it represents are clarity, curiosity, fun, happiness, positivity and joy. The colour pink could also tie in with happier aspects as it represents calm, creativity, femininity, gratitude, intuition, respect and softness. If you are creating something based on the emotion of sadness and depression the cooler colours of blue and purple would be the ideal colours to use. The colour blue also conveys the aspects of confidence, loyalty, power, purpose, security, success and trust. The colour purple also represents more; art, fantasy, imagination, justice, mystery, royalty and spirituality. The colour green is quite a neutral colour and could be used within any kind of emotion, it also represents harmony, health, loyalty, luck, nature, prosperity and safety. The colour black, grey, white and the shades of beige are often used as neutral colours to take up space and to make sure everything ties in together. It also helps to use neutral colours just in case there's too much of the one bright colour.

The second of my keywords that I'm going to talk about is design. I chose this word because it's an important aspect of our course. Graphic design is such a vital and integral part of our life and society, it is placed everywhere you look, there are so many different types of graphic design that are used for so many different things around the world. Graphic design is used for loads of different scenarios, for example, it's used for posters, any type of cards, products e.t.c. However it can also be used in a more professional and business aspects such as it can be a way that companies connect with consumers. Design can be used to sell products and promote them, also to carry messages, and to develop a brand identities. Design is very important and crucial for businesses as it is the first thing someone sees when they search up your brand, a brand identity that is done to a very good standard and you are in the business of selling it could increase your sales and help gain your business or brand high visibility and make you trusted and well known. However, keeping a consistent appearance in your brand and business will definitely help both the online and on the street appearances, it will build trust and credibility within the business world. It can also help the brand evolve and have things added to in the future if anything needs to be changed. I feel like design has changed wonderfully throughout the years, it has adapted to the views of the people. Colours can have a vital part in reaching out to the people you want to reach. According to 99designs "Strong, bright colours and neon colours can have a powerful effect on emotions. Colours like bright red, bright yellow and neon green can feel energising and make you feel more alert, but can also be irritating on the eyes. These colours will grab your attention and stand out from their surroundings. Highly pigmented, strong colours like royal blue, turquoise, magenta and emerald green can also have a

stimulating effect and make you feel refreshed and energised.” (Gremillion, 2019). I totally agree with this statement as I too am more attracted to the really bright colours, they seem more inviting and will definitely attract the attention of people walking by or someone viewing the piece of design. The viewers are more likely going to want to look at or buy some piece of design that is brightly coloured rather than something that is quite bland and boring. No one likes boring, they want designs that are going to lighten and brighten up the place rather than make it dull and hard to look at. When looking at the different colours they can evoke different emotions and thoughts, however the colours can not have individualised ideals, for example “what might make one person feel cheerful can make another person feel irritated depending on the viewers’ past experiences or cultural differences.” (Gremillion, 2019). Though some graphic design has an educational purpose, graphic design can also be a form of art and expression. Fonts and type are very important when it comes to design, they play a vital role to any design. I think fonts and typography have changed a lot though time, everybody has had the chance of making a font that represents them. When choosing a font you have to think about not if it will attract the reader but rather will it keep their attention for the remainder of their visit to the website. You need to have a creative enough font that's eye-catching but not a font that is too childish. The fact that fonts have developed over time gives us the choice of what typeface we use, so many people have created fonts that it allows us to choose whatever we want.



One of my favourite fonts is designed by a man called Adrian Frutiger. I really like how he designed his fonts. I like how he has made some fonts using different styles, each font has something different about it, the first font has some nice flicks to the ends and the second font is quite contrasting with the big chunky letters. Fonts are a good way of conveying different moods and feelings. They have developed over time and been labelled as having different meanings but they might have even been classed as something different but as times have evolved so have the meaning. Each font has a different look and meaning and they can be used in the design to show these feelings and emotions. This is confirmed by Digital Synopsis (2017) "Every font has a unique personality and purpose. While working on a project, it's imperative to know which font matches the intended tone of communication. Serif fonts portray tradition, sophistication

and a formal tone. Sans serif fonts are modern, humanist and neutral. Slab serifs are bold and contemporary. Script fonts are elegant, classic, stylish and formal.”

The third and final word I chose was photography. I chose this word because photography is one of my many hobbies and interests. I had also found photography interesting, “how using a method of recording the image of an object through the action of light can produce a very clear image” (Robert and Grundberg, 2019). I find it quite interesting as there are many different techniques of taking photos, for example, you could take black and white photos or coloured photos, you could take some with a blurred background with just the main subject in focus. Black and white photos have been around from the start as colour wasn't introduced for years.



I really liked this photo taken of a woman with 3 cats. Unfortunately, I could not find the person who took the photo. When studying the picture, I like the fact that you can see that the woman is a kind hearted person who is taking the liberty of feeding the cats outside. You can also see that she looks happy with what she's doing. My favourite type of photo to take in my spare time would have to be a black and white photo, I find that they are more eye-catching and they also hold more memories, they are a lot more nostalgic than coloured photos. When looking at them they can show someone's history, or even your own family's history, according to someone from Click Magazine (2019) "Black and white photography is naturally emotive. When you strip away colour from an image, it automatically has a more timeless and nostalgic feeling and can transport you back in time to days long ago. In black and white photos, we are forced to focus on the story of an image without being distracted by colour." I totally agree with this statement, you can ultimately learn something about someone by just looking at a photo. It is also said that "Since nostalgia is a feeling, capturing it is subjective, but a lot of times it involves childhood imagery — children playing a game, picking flowers, swimming, swinging, or just being kids. Think back to your childhood and use that as your inspiration. Think of your own classic childhood moments — such as when you first learned to ride a bike or roller skate — and draw on the way those memories make you feel." (Click Magazine, 2019). You can always tell the mood and feeling of the picture by the lighting used. Different settings of lighting can have different effects within the image, for example using a soft light will help create a more fairytale like effect, however using a contrasting darker light will help create a more dramatic and gloomy effect. All it takes to take a good photo is the lighting.

After researching all of this information about my three keywords, the most likely keyword that I would want to take forward into the third year dissertation would be emotion, I feel like I could talk a lot about emotions and how they relate to certain things and I would enjoy writing and looking at stuff that portrays emotion, just like I enjoyed writing about my keyword 'emotion' I found that I could write a lot about the subject.

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