



## The Aesthetic Influence of Color to Communicate

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### ABSTRACT

Beauty in the world is perceived solely through the visual effects of our eye. To visually see pictures created by human or even natural made beauty require elements of beauties color plays and important role in perception of beauty. Color is reflected absorbed by the human eyes and considered as one of the most full fulfilling elements in our lives. So without color, how can human, civilization can has been fascinated by color from ancient to present time color also influenced human emotions and mood. Color and its usage technique is the basic element of visual communication from glamorous colored dresses and houses decorations. It can also bring harmonious senses and bring a wonderful life to those who will Perceive if it caused commercial market bloom / increases thus showed the value of color the Three main criterias as follows, Know the psychology of color, Know how to use color properly, Identity different colors and harmonious color.

**Keywords :** Color / Aesthetic / Communicate

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### Importance of Color

Have you ever wondered why you seem to be getting hungrier while waiting to place your order at a fast food place or why you eat faster than any human should ingest that poison? Have you ever heard of a “power tie” in business?

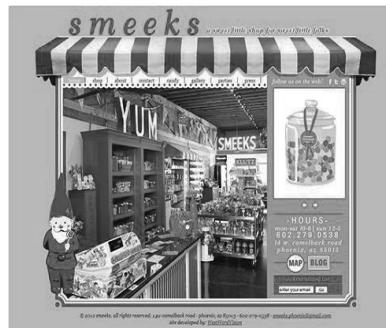


Figure 1 shows the color of the website for advertising.

Source: <http://www.instantshift.com/2012/01/30/the-psychology-of-color-in-design/>

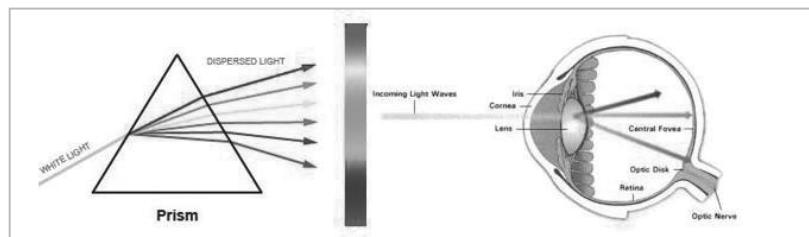
Relate: 16/02/2558

### 1. The Psychology of Color in Design

There are things that excite the human's senses. Aromatherapy and the sense of smell bring about mood and emotional change. Taste, touch and audible sensations bring about the same changes, so it's not surprise that visuals also bring about emotional changes in humans. Color is light and light is energy. Scientists have found that actual physiological changes take place in human beings when they are exposed to certain colors. Colors can stimulate, excite, depress, tranquilize, increase appetite and create a feeling of warmth or coolness. This is known as Chromodynamics.

### 2. Instant Shift - The Psychology of Color In Design

In 1666, English scientist, Sir Isaac Newton, discovered that when pure white light passes through a prism it separates into all of the visible colors. Newton also found that each color is made up of a single wavelength and cannot be separated any further into other colors. Color has the power to suggest mood and emotion and, used the correct way, you can move people to become excited, fearful, playful, relaxed and powerful.



<http://www.instantshift.com/2012/01/30/the-psychology-of-color-in-design/> Relate: 16/ 02

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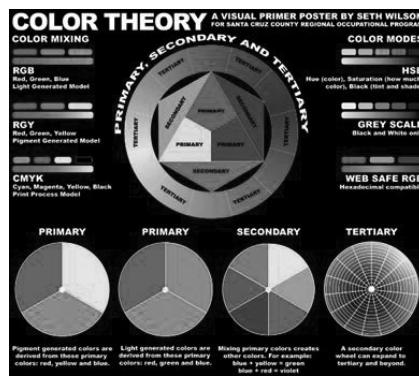


Figure 3 shows a color. Source: <http://www.instantshift.com/2012/01/30/the-psychology-of-color-in-design/> relate: 16/02/2558

Color is an important factor to our life because **color** can make our life bright or sad. It is in fact very important because color helps us understand the environment. So we should know more about kinds of color scheme and its special meaning.

- Harmonious color
- Contrast color

#### Characteristic of harmonious color

Harmonious color means using of similar weight color or color close together such as the use of monochrome color which has light weight using multiple color such as 2-3 color in a cycle of colors like red, orange claret color, Similar color mean using not more than 5 color use warm tone color and cool tone color.

#### Characteristic of contrast color

Contrast color means opposite color is the cycle of color and very important is in decorate job, Contrast color has 6 pairs of color to make a beautiful picture it ration 80 and 20 is using a type of color or must consider different ratio regardless of unity such as 20 red and 80 green. Several colors combined can be used like combining contrast color and harmonious color

1. Yellow opposite of purple
2. Orange color with 80 red
3. Red combined with 20 green
4. Yellow and orange combined with purple and blue
5. Orange and red opposite
6. Claret opposite with yellow and green

### Psychology of perception

According to Lind tom, Van Au ken and Days, concept of brand identity, the important color, color is the main element in design organization. There is identical impact in human emotions, in the physical and social science the meaning of symbol in graphic design are see follows.

1. Colors, not in the primary color is less motivating/stimulating.
2. In the primary colors, blue is the least stimulating followed by bright red color.
3. Letters in blue increase memory in reading.
4. Yellow stimulates happiness the house painted in yellow or designed in yellow or it have many flowers in the garden will easily be sold.
5. (Yellow) and orange make people hungry easily and eat faster, While red makes food more appetizing and stimulates people to eat more, this is the reason many fast food restaurants decorate with these colors.
6. Pink makes many people hungry and also makes people with mental disorder lose motivation.
7. Black and blue make people their appetite.
8. Children like the primary colors for toys and books.
9. Dark green and red burgundy mean wealth in the USA and increase sale price.
10. Orange color lowers the price of a product.
11. Red represents power.
12. Bars and casinos are trimmed with red to makes people forget the time.

Understanding basic color design principle make beautiful output. Those who study principles of design, sketching or painting (composition picture) include goals or objectives. What to do ? Why do it? What is it for? How to do? Design experts usually bring examples of their work to show samples of how they use it

1. Example using color for decorating commercial establishments



Figure 4 shows a color image on the site to advertising.

Source: <http://www.instantshift.com/2012/01/30/>. Relate: 16/ 02 /2558

The big fast food giants have similar colors for their brands, which stimulate and excite. Oddly enough, Whataburger, a smaller chain, uses muted colors for a friendly retro feel. Coke also uses the power of a warm red, giving the feel of a lazy summer day. Which website entices you the most? Our personal and cultural associations affect our experience of color. Colors are seen as warm or cool mainly because of long-held (and often cross-cultural) associations. Yellow, orange and red are associated with the heat of sun and fire; green, blue and violet with the coolness of leaves, sea and the sky. Warm colors seem closer to the viewer than cool colors, but vivid cool colors can overwhelm light and subtle warm colors. Using warm colors for foreground and cool colors for background enhances the perception of depth and suggests peace and tranquility. Warm colors in the foreground and cool colors in the background can suggest a sense of foreboding.

Have you ever wondered why you seem to be getting hungrier while waiting to place your order at a fast food place or why you eat faster than any human should ingest that poison? Have you ever heard of a “power tie” in business?

There are things that excite the human senses. Aromatherapy and the sense of smell bring about mood and emotional change. Taste, touch and audible sensations bring about the same changes, so it’s no surprise that visuals also bring about emotional changes in humans. Color is light and light is energy. Scientists have found that actual physiological changes take place in human beings when they are exposed to certain colors. Colors can stimulate, excite, depress, tranquilize, increase appetite and create a feeling of warmth or coolness. This is known as Chromodynamics.

## 2. Instant Shift-The Psychology of Color In Design

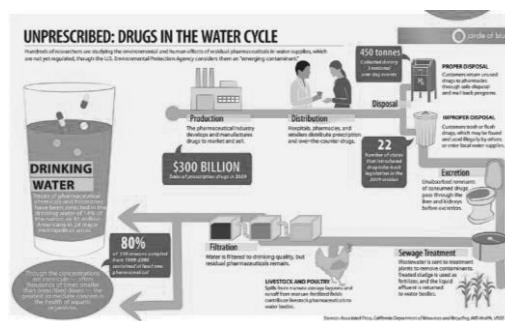


Figure 5. Show color caste The Psychology of Color in Design.

Source: <http://www.instantshift.com/2012/01/30/the-psychology> Relate: 16/ 02 /2558

Characteristic design with info graphic to color made comfortable and specialize in psychology and made involve relationship sadly to communication with task. However in might be difference feeling.

### Case study on the design of the color image in Seoul South Korea.

Create identity in other hand made a pattern of band by Concept at Seoul for public design area made good quality in community the city of identity made a good money and economic by tourist and visitor. So designer should realize it is very importance and solve the image of the city. Sequence of the solution to solve problem starts with why and how to solve, from this point designer wants to use Seoul us the identity of traveler around the world, it starts by creating a logo the city's unique important clear identity, develop for tourist attractions and impressive in Seoul logo design, onward design color, city's signs and font in various advertising media around the city, need to control color scheme of the town for the emotional unity and easy to remember the city's design concept, help to develop city, main logo use Hatchie legendary creatures of Seoul, and how to persist by show in public, exhibits, envelopes, corporate image, advertising, government documents and so on.



Figure 6. Shows color the logo of animals in the belief Seoul HAECHI.

Source: <http://www.unesco.org/new/en/culture/themes/creativity/creative-cities-network/design/seoul>. Relate: 18/ 08 /2557



Figure 7. Shows color and color logo of animals in the belief Seoul HAECHI.

From: <http://www.unesco.org/new/en/culture>. Relate: 18/ 08 /2557

Color analysis system research made linked with Seoul's identity, problem is how to associate the color with the natural environment and the community, and want to use Seoul's history concept, collection methods uses the color analysis, collecting data into two groups: the color of the natural environment and the community has 9,800 colors, and choose a color in the main districts before, to get main color collection, in the first analysis to

determine character of color, evaluation using photo by scientific instruments and selected from a group of experts, color analysis is divided into 50 colors shown in the picture.

Informal cartoon logo was colorful, we can link with cartoon in the public Seoul and make tourists recognizable, and it is also used to produce a variety of souvenirs



Figure 8. Show The results of the analysis for identity and color of Seoul. Source: Kim sun ghee/ relate: 18/ 08 /2557



Figure 9. Show Colors 10 Designers of Seoul. Source: Kim sun ghee. Relate: 18/ 08 /2557

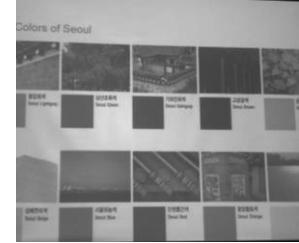


Figure 10. shows the logo of Seoul no formal. From : <http://www.unesco.org/new/en/culture/> relate: 18/ 08 /2557



Figure 11. Shows Signage system. Source. <http://www.koreafanclub.com> /Relate: 28/ 08 /2557

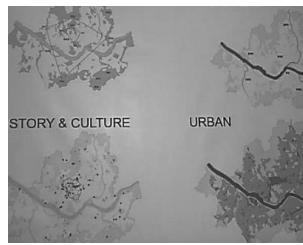


Figure 12. The cities and regions grow . From : Sang Hee Kim .Relate: 28/ 08 /2557



Figure 13. Shows color in Signage system .Source : <http://www.koreafanclub.com> /Relate: 28/ 08 /2557



Figure 14. Color of Visual style stalls. Source: <http://english.seoul.go.kr/policy-information/urban-planning/road-improvement> Relate: 15/08/2557

Color of shops and buildings of the town look like nature, color and font style the identity of a community-based economic, social and environmental conditions, the picture shows the classification requirements and buildings in each setting.

When eyes on the road is often found to work of the artist, the buildings and community centers in the area, it also shows a close relationship with the public, easily accessed by a harmony of colors, shape buildings remains the quality of life for the community.

### A case study of renovate library design in the faculty of Industrial Textiles and Fashion Design, Rajamangala University of Technology Phra Nakhon

Redesign the corporate identity of library in the faculty of Industrial Textiles and Fashion Design, Rajamangala University of Technology Phra Nakhon

Nowadays, every organization is strongly concerned with the design to create typical identity. The design to build surrounding that can inform the good appearance of organization will help target group to remember and recognize, as well as the aspect that conform to the purpose of the organization. After monitoring the appearance in the faculty of Industrial Textiles and Fashion Design 's library of Rajamangala University of Technology Phra Nakhon, there are some problems related to the library's identity, such as no logo, sign or public relations. Thus, these will initiate the design to develop the new image of the library



Figure 15. Show old Library faculty of Industrial Textiles and Fashion Design, Rajamangala University of Technology Phra Nakhon. Source: Thitima Putthabhuacha Relate: 15/09/2557

#### Information's Background

On September 15, 1989, King Bhumibol Adulyadej had given the name "Rajamangala Institute of Technology" to Institute of Technology and Vocational Education. After that, in 2005, there was the ACT that established Rajamangala University of Technology, one of which was Rajamangala University of Technology Phra Nakhon. This institution included 9 faculties. Nowadays, Chumphon Khet Udomsak Campus has been changed to faculty of Industrial Textiles and Fashion Design.

- Vision

Being leader of educational management of Garment and Fashion and developing to meet high standard, based on science and technology

- Obligation

1. Arranging education in college level, emphasizing garment and fashion's profession, based on science and technology.
2. Operating research or innovation, based on science and technology, in order to transmit and add value to the nation.
3. Providing educational service to build and develop career in high competitive level.
4. Maintaining art, culture and environment.

### Objective

To enhance image and internal building's display system for the library in the faculty of Industrial Textiles and Fashion Design, Rajamangala University of Technology Pha Nakhon.

### Concept

New dimension in learning

### Scope

Design logo, board or display system and model picture presenting internal building change of library in the faculty of Industrial Textiles and Fashion Design, Rajamangala University of Technology Pha Nakhon.

### Target Group

- students and staff of Rajamangala University of Technology Pha Nakhon.
- people having interest in garment and fashion.

Mood and Tone Modern Bright

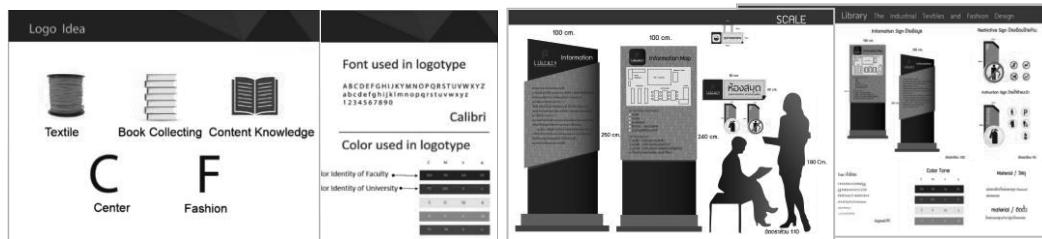


Figure 16 . New color, logo design, identity for communication on Library.

Source: Thitima Putthabhucha. Relate: 15/09/2557



Figure 17. Design in the model of renovated library. Source .Thitima Putthabhucha. Relate:

15/09/2557

**Case study of color to the design Research and Development institute Bansomdej chaoprayaRajabhat University.**

Research and Development institute is a long time, organization in the university and helping to develop the capacity of teachers and students throughout, and also supporting research funding, research paper and news, supporting quality assurance in education, will see the image of the academic value and functional roles, problems with perception, communication, confidence and a sense of meaning in the organization, logo, sign systems and communication is not clear, it has brought the issue to determine the purpose of the design, in order to show the new image to communicate the value and commitment to the organization which has developed a research of Bansomdejchaopraya Rajabhat university



Figure 18. Shows the new logo and tag the old walkway.

Source: Research and Development institute Bsr. Relate 18/ 08 /2557

**Concept Design**

The design is aimed to design a corporate image to see a modern enterprise communication, collaboration and cooperation in order to build a foundation of knowledge in research for stability, the design concept from the tree of success and innovation in research, by working together in the five groups, the color of each of the Education, Social Sciences, Management Sciences, Science and Technology and University Students, it purple is use as the University, imaginary audience communicating the perception of advanced academically, focusing on creating new knowledge, conscious unity in the organization and to strengthen the academic side of the university, physical target staff and students inside and outside institutions of all ages, It takes the initiative to meet the target in order to understand the feelings of Research and Development institute. The rationale for the design to support the concept of institutional mission and vision of the concretes. So bring a contemporary design with an emphasis on building trust and unity,

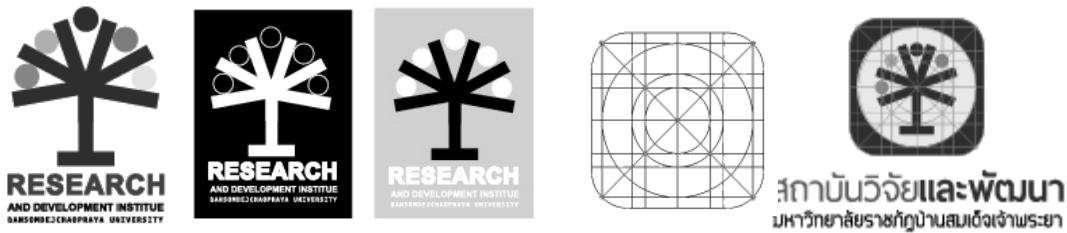


Figure 19. The picture shows the logo and draft a new logo.

Source: Research and Development institute Bsru.. Relate 18/ 08 /2557

For the sustainable productivity of the organization like Tree of success for faculty teacher and students in the university, the color is original color used to represent the organization.



Figure 20. Photo old site and Development Institute and the Research Institute website. And development of a new. Source: research and Development institute Bsru. Relate 18/08/2557



Figure 21. The picture shows the new corporate signage system.

Source : research and Development institute Bsru. Relate 18/08/2557



Figure 22. The picture shows the new business cards and greeting cards.

Source: research and Development institute Bsr. Relate 18/08/2557

## Conclusion

All of the a fore meantime It can seen that the world is not the lack of color, to communicate the sense that human or society will be, the colors that make history or identity of the country and the province, make the spectator catch fascinate recall or imagine. In addition, the advertising industry must learn the core subjects, whether the principles and psychology of color, These colors make us feel different conditions such as hunger, satiety, or even depression and boredom, because the color can complement the sense of beauty and human needs, however, all these colors are just artistic elements that influence the feelings only. A designer or interested person may be under and as meaning that alone is not enough. To practice and learn the art of other in order to communicate meaning the most such as point, line, shape, shadow or space to help create media beautifully and cause delight upon receiving or viewing. The media alone for the 21<sup>st</sup> century will not be enough. Because the technology that we have play a role in the digital media as well.

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