A Brief Analysis on the Influences of Color Elements and Human Emotional Elements in Print Advertising

Cao Jing

Shanghai Bangde Vocational College, Shanghai, 200444, China

caojingsh@126.com

Keywords: print advertising; color elements; emotional factors.

Abstract: At present, the fierce product competition in the market, every enterprise is full of various colorful print advertisement propaganda, to achieve the purpose of attracting consumers' eyes visually. The collocation of advertising color elements decides whether to stimulate and attract consumers. The use of color elements and human emotional factors in print advertisement determines the sales volume and charm of commodity market. Force, color elements of print advertising affect people's life and emotional changes, change people's activities in daily life, and have an important impact on controlling people's emotional changes.

1. Introduction

In today's social daily life, people's requirements for living standards and appreciation level are improving, color is full of our entire life, the color elements in print advertising are also diverse, different color collocation represents different moods and emotions, affecting people's mood changes, in the development of this era, color collocation is very different. Important role, can stimulate people's psychology, so for a qualified graphic designer, the use of color is the key to determine, in a word, the color elements in graphic advertising and human emotional changes are inseparable.

2. Overview of color

Color is a visual response produced by human brain thinking and eye observation. Because light has different refraction angles to color, people's vision presents different colors. People's perception of color is determined by light in many cases, and may change because of the surrounding environmental factors. In our lives, we all know that water will show a variety of colors under the refraction of light, and bring different visual experience to people.

People's eyes can see many kinds of colors, some colors may not be expressed in words, each color collocation brings people different visual experience, each person's thinking and eyes are unique, so sometimes even if you see the same color, everyone's experience of color is different, so people's differences in color distinction are also different. Same.

The three primary colors of red, yellow and blue are mixed in different proportions to form different colours and tones, so there are various colours. To be exact, each colour can not be separated from the three primary colours of red, yellow and blue. Among them, the visual effects of different hue saturation and exposure are also different, and the colours are different.

3. The Significance of Colour in Human Emotional Connection

Color has a great influence on people's emotional and perceptive abilities. It can give people a deeper understanding of things through the expression of color. In current graphic advertising design, we should not only learn to use color collocation, but also the effect of color elements on people's impression. We can improve the level value of design itself through visual aspects. More importantly, we can do it through graphic advertising design. Publicity to let more people know about the product.

The survey report shows that the use of color matching in graphic advertisement design can give

people the best impression through design, and the more attentive and delicate the graphic designer is in the design process, the clearer and clearer the effect and inner meaning expressed, which can attract consumers'attention and arouse consumers' curiosity to pay attention to this product. Graphic design highlights the beauty and art appreciation works, which have many similarities. They can guide people's way of thinking from the emotional and spiritual aspects. Therefore, if you want to be a qualified and excellent graphic designer, you must learn to use color elements to match by showing a breakthrough of beauty in the psychological process of grasping people.

4. The influence of color on people's emotion and the application of graphic design

4.1 Red

Red is the most eye-catching color. It can attract people's attention. Red represents the color of blood and the color of fire. It symbolizes the meaning of passion, joy, happiness and happiness. At the same time, it also represents a warning, danger and prohibition. Red has two-sided representation, bringing people joy, passion and inner running. Play at the same time also indicates the arrival of danger, will make people feel scared, creepy feeling, so in graphic advertising design should pay attention to red color matching and use, pay attention to the proportion of tones harmony.

In general, red will be used in transportation, food and catering industries and other aspects. Generally speaking, the use of red is relatively widespread, which can bring people a happy mood. In the wedding industry, red represents blessings, happiness and festivity.

4.2 Yellow

Yellow represents the sunshine symbolizes hope, and yellow is the basic color of the three primary colors in the use of color harmony, yellow and red color matching can produce a series of light color system, giving a warm feeling, yellow and blue matching produces a kind of cold color, relatively fresh, high-cold and quiet effect experience. Yellow is the color of the sun represents light and hope, and yellow also has dual representativeness. It represents the color of sunshine for ordinary people. But for patients with depression, it is a dangerous color, which can easily make depression patients emotional instability, more pessimistic aggravate the severity of the illness, which is counterproductive.

In general, yellow is widely used in industry, construction industry, service industry and so on. Yellow represents the feeling of wealth, luxury and luxury. Moreover, because the brightness of yellow is more conspicuous, safety helmet and warning signs in construction industry generally use yellow color. Yellow gives people a sense of visual tension and can warn workers.

4.3 Blue

Blue represents the color of the sky, giving people a quiet, peaceful and calm feeling, and blue occupies the third place among the three primary colors. The proportion of blue and yellow will form a series of cold tone colors, which can bring people fresh, relaxed and quiet mood. On the other hand, blue also represents cold and cold emotions, and can give people a reverie. The color of the color can regulate the change of people's emotions to a certain extent.

In general, blue is usually used in the pharmaceutical industry and transportation industry. Many warning signs on the road are based on blue color. Blue can alleviate people's driving fatigue and aesthetic fatigue. It can ease patients'mood in the medical field and give people a relaxing feeling. Blue has the effect of releasing people's mood pressure.

4.4 Green

Green represents the color of health. It is the color of nature. It symbolizes that health and peace bring people a sense of relaxation, but gray-brown green represents recession and old age. Green has the function of relieving fatigue, pressure and releasing mood. Nature's green is very friendly to people and can alleviate people's negative mood. Because green is not particularly noticeable, it is inferior to red, yellow and blue in application. In most cases, green is used as decoration and foil to

foil the theme of graphic design.

Generally speaking, green is often used in graphic design of economy, finance, agriculture and other fields. For those office workers who have been sitting for a long time, green will bring them a different mood, alleviate fatigue and irritability in their work, and regulate their emotions.

4.5 Black

Black represents a sense of mystery. It belongs to the most insignificant color in the dark system. At the same time, black also symbolizes coldness, dignity and mystery. Black gives people a sense of calmness. By mixing with other colors, it can form a good color effect. Moreover, black is widely used in many aspects and fields.

In general, black is mainly used in the graphic design of some high-end products and luxury goods, such as: brand cosmetics, jewelry, clothing design, etc., the color effect of black gives a very noble feeling.

4.6 White

White symbolizes purity and innocence. It gives people a feeling of simplicity, simplicity and elegance. White can inhibit people who have bad temper and easily get angry. It can well regulate people's psychological changes and emotional control. At the same time, compared with other colours, white is a relatively mild colour. The combination of black and white colours gives people a simple visual feeling. It seems that there is not so much confusion in vision. White can present various visual expressions through different colours, and also bring people different emotional experiences effect.

Generally speaking, white is widely used in enterprise products and education. Most of the plane advertisement designs in enterprise conference rooms adopt concise style. The black-and-white collocation presents a solemn style, which can calm the mood without strong tension. At the same time, color has a certain influence on the control of people's emotional change. Different colors will bring about the subconscious of people. There are different emotional fluctuations.

5. The Use of Color and Human Emotional Connection

5.1 Contact

(1) The effect of color on human emotion

The effect of color presentation has a strong contrast and visual impact on people's emotional changes. Because different colors are combined to use different proportions and collocation of visual colors, the grade of graphic advertisement design presented is also different. Especially in high-end consumer goods and luxury goods, the effect of graphic design sometimes determines the selling price and sales of products. The visual impact of output and color effect can make consumers more directly and carefully observe the quality of graphic advertising design products, so as to choose this product.

(2) Taste of colours affecting human emotions

Colors not only affect people's emotional changes, but also affect people's appetite in terms of dietary color matching and application. So the taste of food matched with different colors is also different. The series of colors of red, yellow and orange give people a sweet taste. For green, blue and grey, the food of these colors may be salty, and the color effect also causes taste. Demand, graphic advertising design pattern is to attract consumers to buy, so that products can be more attractive to improve sales, and different color presentation will also affect people's emotional taste of color experience.

(3) Bright pleasure of color and people's pleasure

The brightness of color in graphic advertisement design will directly affect people's mood and pleasure. A vivid design work will bring people a feeling of lightness. On the contrary, if a dull design work can not attract people's eyes, it will also bring a negative impact and cause people's mood to be unhappy. Therefore, graphic advertisement design can not only attract people's attention, but also

cause people's mood to be unhappy. The color itself should be firmly grasped and pinched, so as to be able to design better works through a deeper understanding of the emotional impact of people.

(4) Colour collocation and human emotion

The use of bright colors in graphic advertisement design can stimulate people's nervous and sensory systems, and create an active atmosphere in the cerebral cortex, thus leaving a deep impression in the mind. For example, the design of shop name and sign, as well as the matching and decoration of shop interior color are the main factors attracting customers. Graphic advertisement designers need to make sufficient preparations for the use of color through designing shop sign and advertisement propaganda, which determines the future sales and operating situation of a shop. Strong color matching can attract people's attention at the same time. For a qualified graphic advertisement designer, when the designed product fails to achieve the desired effect, it is necessary to make timely amendments not only to focus on creativity and pattern design, but also to pay attention to the important application of color rules in graphic advertisement design. Only by combining the two can a good graphic design product be created.

5.2 Use

The use of each color and the collocation of tones will have a certain impact on people's emotional changes, and will influence people's mind maps through various color effects through visual communication. A good graphic designer's design work in the design works will bring people a positive and upward role, and can bring some comfort and beauty to people's psychology. Well, on the contrary, if a design failure works will have a negative impact on people, but also bring a lot of negative effects, so the use of color for a graphic designer is very important, the difference of color will affect the emotional experience effect of the designer's works for people, the use of color elements has become a key part of the design.

For an excellent designer, the rational use of color and the appropriate color matching will have an impact on the design itself. The brightness brought by color can better stimulate people's emotions. The design work expresses the thought expression that a designer wants to present to people. From the history of human development, we can see the designer's design in different times. The works of design represent the change of an era. From a design work, we can see the development status and trend of this era. The change and application of color also have a very distinct influence on the development history of human civilization. Colour collocation is not only a product of the times, but also a reflection of people's material, cultural and spiritual changes.

6. Conclusion

In a word, people's aesthetic requirements are constantly improving with the continuous improvement of living materials in society. In order to meet the needs of most people in the trend of development of graphic advertising design, we need to design the perfect design effect and creative conditions expressed by flexible use of color collocation, which plays an important role in graphic advertising design. Different colors play an important role in graphic advertising design. The effect brings people different emotional experience. The color elements in graphic advertising design determine the relationship between people's emotions and become an indispensable factor.

References

[1] He Jie. Advertising and Visual Communication [J]. China Light Industry Press, 2014.

[2] Liu Lei. Liang Zhaohua. Analysis of the Application of Visual Language in Print Advertising [J].

Technical Information, 2017.

[3] Chen Li. On Visual Elements in Graphic Advertising Design [J]. Mudanjiang Education Journal of College, 2016.2.