

On the Application of Color Elements in Visual Communication Design

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ABSTRACT. *Visual communication is a design that expresses and conveys information to the public through visual media. Color elements can determine the visual effects and information conveyed by the design to a large extent. It is very important and necessary to explore the influence and significance of color in visual communication design. This paper studies the application of color elements in visual communication design through the analysis of color characteristics and the performance of color in life and business.*

KEYWORDS: *Color, Expressiveness, Feeling*

1. Introduction

Color has always been an extremely expressive element in design. Whether in the streets or in shopping malls or supermarkets, color information language has always existed in our lives. Visual communication design is the use of visual images to convey product information to the public through logos, fonts, advertising design, etc., in which color is an essential element in the process of information transmission. Color elements not only run through all aspects of visual communication design, but are correct and reasonable.^[1] Application is of great significance for efficient transmission of information, promotion of product commercial value, and service to modern society.

2. Color Characteristics

2.1 Cool and Warm Colors

Different tones convey different visual feelings to people. Cool tones color give people a sense of calmness, rationality, quietness, openness, coldness, and wisdom. Warm colors will give people a feeling of enthusiasm, sleek, sensual, festive, exciting, and enthusiastic. Therefore, we often see warm colors in fast food restaurants, children's playgrounds, or wedding scenes, which are used to set off the atmosphere and mobilize emotions; in contrast, cold colors are often used in serious and quiet places such as hospitals, classrooms, and aquariums.^[2]

2.2 Brightness and Purity

Brightness and purity are also two major elements in color aesthetics, and these two factors will affect the audience's feelings. Colors with low lightness generally show a sense of shrinkage, firmness, and heaviness. Colors with high brightness will show a sense of expansion, lightness and softness. When the color is the same, the color expansion is more obvious, and the overall color is softer and lighter. The low purity ones give a sense of shrinkage, thick and hard. Cool colors generally give people a hard feeling, such as the transitional colors of white, gray, and black. This color feeling will increase the hard feeling. The original normal color instantly becomes as hard as iron.^[3] This is the visual change brought by brightness and purity.

3. The Performance Principle of Color in Visual Communication Design

3.1 Product Features

In the process of consumption, people unconsciously form consumption habits and consumption attitudes that are consistent with their own habits. Such consumption habits and consumption attitudes are easily grasped and controlled by businesses. At this time, it is necessary to give play to the guiding position and value of color design. Color design can only let people understand the attributes and characteristics of goods through the outer packaging, and attract consumers. Consumers will clarify the type and characteristics of products based on their own inherent color experience, thereby forming a desire to buy. Shaping the value of enterprises and products can effectively enhance the visibility and competitiveness of enterprises. In order to increase market share, we need to pay more attention to brand design and brand image. In corporate brand design, the value and function of color design are very prominent. Appropriate color can help consumers directly understand the types of products, which is conducive to the promotion of corporate products and image.^[4]

3.2 Commodity Value

The rich color collocation has played a role in guiding consumers. According to the rules of vision, the designer combined with the design principles of formal beauty gives full play to the expressiveness of colors, the color of advertisements, the psychological needs of consumers, and the characteristics of products to improve products. The creative color of the advertisement can fully demonstrate the attractive effect of the product. The color matching should also reflect the psychological needs of consumers, and the color matching of advertisements should be roughly consistent with the psychological needs of target consumers. Advertising color needs to play a convincing role.^[5] When designing colors, you can use the method of association and symbolism to meet people's need to recall classic brands and meet people's life experience.

For luxury brands that are common in life, their advertising colors also need to conform to the positioning of luxury goods. Therefore, for a long time, *Bulgari* has chosen gold or orange as its advertising color; while *Dior* has used yellow to create a sacred and authoritative psychological feeling. Advertising color design should also meet the psychological needs of different consumers, and match colors according to consumers' age characteristics, gender, and growth environment. For another example, children are often full of curiosity, so red, yellow and blue are usually chosen in the advertising color design of children's toys to strive for bright colors. Young people have strong fashion preferences, so the colors are mainly red, orange and green. Patients need more stable and calmer color schemes. Blue has the effect of relieving emotions and pain, but it also has calming characteristics, which can increase the sense of technology and modernity. Therefore, advertisements for hospitals and medicines also use blue more.

3.3 To Guide Consumption

In order to enhance the desire for consumption of commodities, it is necessary to design the colors cleverly, and use contrast and visual impact to set product attributes and themes. For example, in logo design, product attributes can be expressed through specific patterns and symbols. For example, *Quanyangquan* is a sign of white bubbles in blue water; Apple is a sign of the bitten white apples, and Nike is a white hook. This imagination has been deeply rooted in people's hearts.^[6] In packaging design, traditional packaging design generally introduces and guides consumption, and has the function of protecting functional commodities. It is an important channel to connect consumers and commodities.

More personalized and distinctive packaging can fully attract consumers, beautify the products, and make consumers form consumer desires. In the process of product packaging design, sufficient attention must be paid to color design to match the attributes of the product and increase the desire to buy. At the same time, color should also be considered, in the design of posters, such as various outdoor advertisements.

4. Application Field of Color in Visual Communication Design

4.1 Logo Design

Logo design is a corporate symbol or product symbol represented by a specific pattern. It is an intangible asset of the company and a major part of corporate image design. It is widely used in the production, publicity and marketing of the company. Therefore, the logo of the enterprise is generally pure in color and direct in effect; it is generally simple, and easy to identify.

4.2 Poster Design

Color design in poster design, such as outdoor advertising, is very important. Color is symbolic and associative. For example, white is reminiscent of purity and cleanliness; yellow is reminiscent of warmth and light; blue is reminiscent of tranquility; green is reminiscent of environmental protection; red is reminiscent of passion, and so on. The poster design generally uses strong contrasting colors to highlight the distinctive theme image, which can instantly convey the corresponding information to the public and leave a deep impression, so as to achieve the purpose and effect of conveying the information.

4.3 Advertising Design

The use of color in advertising design should start from the theme of the advertisement, and choose different colors according to the content, graphics and text of the advertisement. The main function of advertising is to convey information to consumers. The color of the advertisement should emphasize the role of the theme. The color should consider the primary color, and determine the primary color according to the advertising theme. It is necessary to unify the picture, enhance the visual effect, and infect consumers' emotions. For example, food advertisements are mainly designed with warm colors, which can increase visual appeal, show the delicious attributes of food, and achieve the visual effect of stimulating consumers' desire to buy. Advertising design can also rely on the brand's unified use of colors. Advertising of classic brands is often genetic. Companies have a certain identification system for their own brands and choose a fixed color combination, which integrates the corporate cultural concept to a large extent. Color matching needs to improve brand identity and maintain color consistency. According to the characteristics of the brand's inherent color matching, this not only helps to improve consumer brand recognition, but also enables effective corporate culture promotion and display. For example, Coca-Cola has always used red advertising, although the theme is different, but red is a symbol that has never changed.^[7] In advertising design, the use of color should start from the theme of the advertisement, and choose different colors according to the content, graphics and text of the advertisement. The main function of advertising is to convey information to consumers. The color of the advertisement should highlight the role of the theme. The color should consider the primary color, and determine the primary color according to the theme of the advertisement. Only in this way can consumers better understand the theme of the advertisement. It is necessary to achieve a unified picture, enhance visual influence, and infect consumers' emotions. For example, food advertisements mainly adopt warm-color design, which can increase visual appeal, display the delicious attributes of food, and achieve the visual effect of stimulating consumers' desire to buy. Advertising design can also take advantage of the uniform use of brand colors. Classic brand advertisements often have inheritance. Enterprises have a certain identification system for their own brands, and companies choose fixed color matching methods, which can integrate the corporate cultural concept to a considerable extent.

5. Conclusion

Color matching needs to improve brand recognition, and maintain the uniformity of color according to the inherent color matching characteristics of the brand. This will not only help improve consumers' recognition of the brand, but also achieve the effect of effective promotion and display of corporate culture.

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