

# LET'S DIG DEEPER IN CATCHING PEOPLE'S ATTENTION

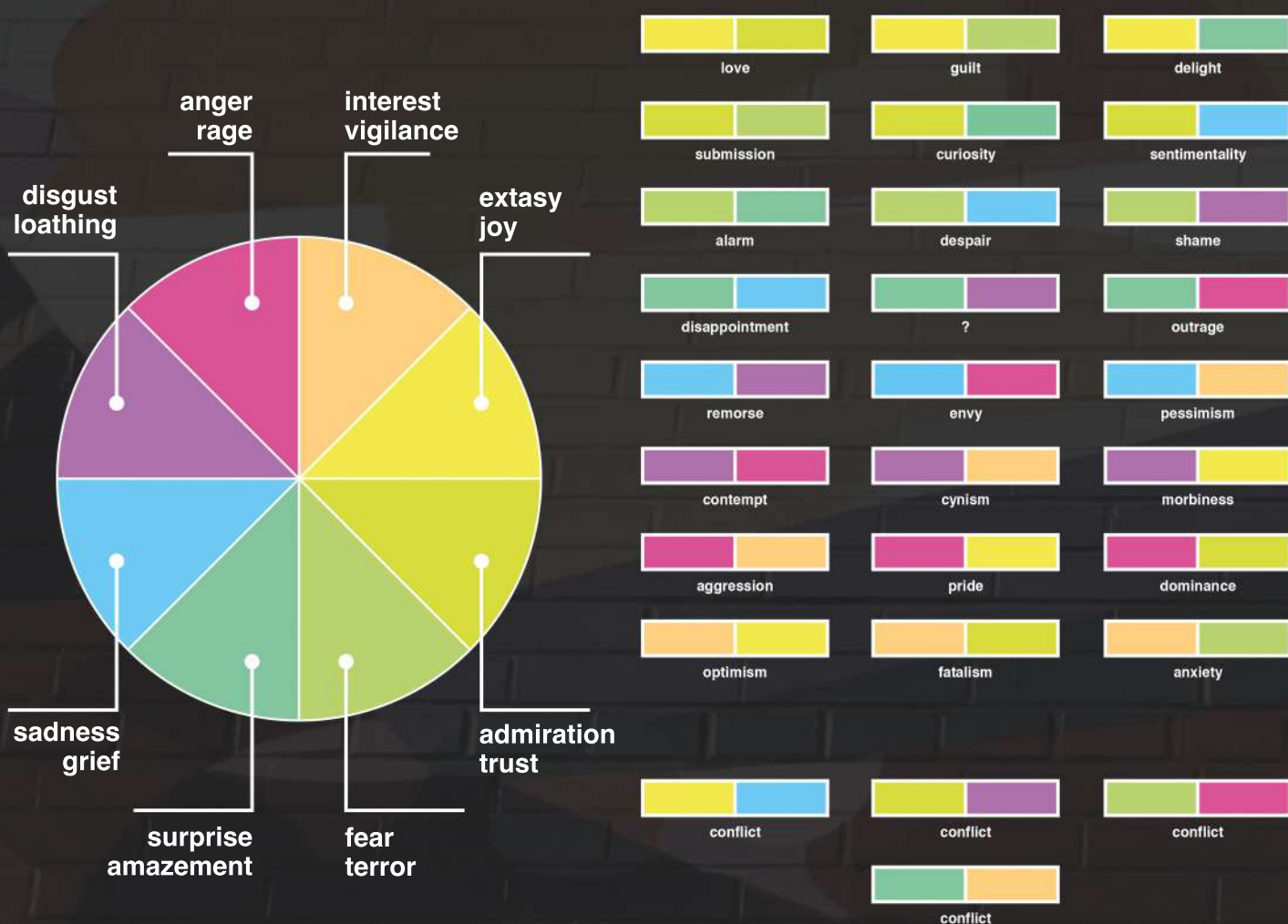
In previous info-pack you were provided with some important elements to pay attention to when designing your poster. We mentioned a little bit how can certain emotions visible in the poster trigger different feelings for the viewer. But how does it actually work?

# ROBERT PLUTCHIK AND HIS EMOTION THEORY

Robert Plutchik is an author of the psycho-evolutionary theory of emotion. The theory helped categorize emotions into primary emotions and the responses to them.

The 8 basic emotions that Plutchik devised were: **Anger, disgust, fear, sadness, anticipation, joy, surprise, trust.**

From this initial emotional theory Plutchik then developed a Wheel of Emotion. It was designed to help the user understand the nuances of emotion and how emotions contrast with each other. You can use this wheel of emotions not only to examine the complexities of emotion and reach the emotional response and intensities of that response.



# BASIC PAIRS OF EMOTIONS IN THE POSTER:

## Joy and Sadness

Happiness is contagious. What that means for your design is that people will want to share it with others, on social media, person-to-person, etc. People connect with happy aesthetics in a way unlike many other options because it is something that makes them feel good with a positive emotional association.

Sad visuals connect with users in an almost similar way, surprisingly. Because sadness creates a sense of empathy, which most users will react to. They may trust the subject more or share what they've seen to help out.

## Trust and Disgust

Trust and disgust go hand-in-hand and the line between the two can be crossed easily. You want to create a poster that seems real and believable for users to find it relatable. It just needs a hint of trustworthiness.

Without that trustworthiness, the emotional connection to trust can turn to disgust quickly. This can make it difficult for users to relate to your message or connect to the visuals you have presented.

## Fear and Anger

Using fear or anger in design can be one of the trickier emotions to work with. For some people the emotional response to fear is to run away – you don't want this to happen when people see your poster. But for others fear, makes a person more secure in their present situation, maybe even better connecting him or her to the information you are presenting.

Anger and negativity have a lasting effect. These visual emotional cues to lead to aggression or stubbornness and have an overall unpredictable nature when it comes to predicting how angry or negative images will impact someone.

## Surprise and Anticipation

Surprise can entertain and help create a connection with a viewer. An interesting visual element or action can accomplish this. Surprise often comes with either fear or happiness to create an overall emotional association.

You've seen the "coming soon" movie or event teasers. This draws on our sense of anticipation. Sparking the curiosity of people as to what comes next. A well-designed coming soon poster, for example, will be remembered – and hopefully users will return multiple times – so they can find out what is coming or happening.

## WHAT ABOUT THE COLOR?

The wheel of emotions gives a hint that colors are associated with colors so that can mean only one thing - the colors you will choose for your poster might trigger a certain emotion to passers-by.



### Red

Red can evoke excitement and increase blood pressure. Red makes us think of love and affection, but also of blood and fear. You can use red to create an energizing, heating effect, a powerful presence or an attention grabber. Yet the color is also a stop sign and can communicate aggression, warning and danger.



### Yellow

Yellow is associated with sunshine, warmth, welcome, joy, energy, happiness, brightness and intellect. You can use it for instilling confidence, inspiration, happiness, self-esteem, creativity, friendliness and generally lift the spirit of things.



## Blue

Blue is associated with loyalty, calmness, intellect, and often masculinity. Blue has a soothing effect and evokes a much more mental response than red. It helps us concentrate and focus. Unfortunately, blue can evoke distance, loneliness, and coldness, so avoid too much blue in your design.



## Orange

Orange raises responses full of warmth, motivation, enthusiasm, fun, courage, friendliness. Use it to stimulate and instill freshness, playfulness, sensuality and energy.



## Green

Green is a color we associate with balance, harmony, nature, and growth. You can use green to represent health, freshness, the earth and environment, healing, and hope. However, negative connotations include envy, jealousy, guilt, and greed.



## Purple

Purple can create dramatic effects: it symbolizes luxury, royalty, nobility, wealth, ambition, and loyalty. Don't overuse it.



## Pink

Pink can evoke compassion, happiness, warmth, care, compassion and tranquility. We associate love, cuteness and playful things with pink, but it is also a color overused in pop



## **Brown**

Brown evokes sensual feelings: chocolate, coffee, earth. It offers comfort, protection, security, support and structure. Brown makes us feel serious or belonging and invokes reliability. On the downside, brown can seem reserved, dogmatic or conservative.



## **Black**

Black evokes strong reactions through dramatic effects. Black can introduce elegance, sophistication, seriousness, control, or even independence. Use black for high contrast, great legibility and strong outlines.



## **White**

White is associated with cleanliness, peace, new beginnings, refreshment, air, open space and health. You can create balance, equality, and simplicity with it, highlighting one concept or idea.

# TASK FOR YOU:

We will give you some more social ads-posters to look at and analyze. Go through the posters below and think for yourself or even make some notes:

- What emotion evokes after you looked at each poster?
- Why? (think of the color and visuals)



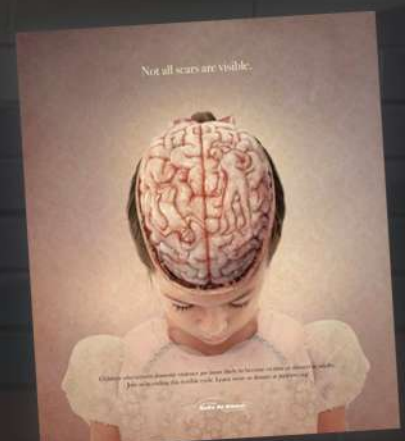
'Behind the brave face, someone could be dying for help'



'...I know you can't SPEAK'



'Kill a Cigarette and Save a Life. Yours'



'Not all scars are visible'