

VISUAL LANGUAGE I

There are many techniques used in visual advertising that attempt to change what we think about a product - the aim is to get us to like it, want it and pay money for it!

Being aware of how advertising persuades us is important. It means we can read between the lines and make informed decisions about the product being advertised to us. Being conscious of a message allows us to make our own choices!

Read through the information below - it describes a technique used in advertising and how it works to persuade us.

COLOUR

Colour can influence our mood. It is said that each shade and hue can affect the way we think - our psychology. This means that colour can affect people's decision-making processes. Advertisements, posters and billboards use colour to grab the audience's attention. Different colours evoke different feelings in the viewer, and influence whether they will buy the product being advertised.

The meaning associated with a colour is strongly linked to culture. In other words, one culture may view a colour in a positive light, but that same colour is viewed as having a negative meaning in a different culture. This list describes some of the different meanings that colour can have:

Black: evil, menacing, rebellion, strength, mystery, secrets, depression, grief, night. Black is the colour of death and mourning in almost all western cultures. Black is also used to denote sophistication, power, formality, authority, and style.

White: light, purity, innocence, cleanliness, cold, ice, snow, sterility, new. In some cultures, white signifies purity - in others, it is the colour associated with death or funerals.

Blue: peace, tranquillity, truth, dignity, power, melancholy, cold, sadness, honour, calmness, faithfulness, holiness, loyalty, wisdom, seclusion, loneliness, thinking, distance.

Red: love, rage, fire, anger, heat, passion, warmth, urgency, blood, excitement, power, danger, warfare, hostility, appetite, health, courage, majesty, aggression. Red is often used as an accent colour to make things stand out.

Yellow: happiness, sunshine, joy, cheerfulness, energy, warmth, hope, intelligence, logical thinking, innovation, spirituality, life. Dull yellow can signify cowardice, ruin, shame, illness.

Green: nature, growth, fertility, durability, environment, freshness, relaxation, health, energy, new life, tranquillity, vegetation, money, and jealousy.

Purple: wealth, royalty, religion, holiness, power, grandeur, sophistication, intelligence.

Brown: stability, natural, nature, wood, earth, soil, ground, earthy, reliable.

Orange: warmth, strength, autumn, cheerful, stimulating, change, vitality, creativity.

Grey: dull, plain, unassuming, neutrality, coolness.