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Essay On Lecture

In today's lecture I have learned the significance of the communicative quality of color and the way it tends to influence visual messages for people. As someone who lives in New York and takes the subway and busses to go anywhere. I always come across advertisements. Although many of them do not target my age, I get their message they are trying to get across. As their ads use colors that raise emotions of one that eventually communicates. Visual communication involves 7 layers of meaning; Perception, Sensation, Emotion, Intellect, Identification, Reverberation, and spirituality.

Designers will create a piece that consists of a message, using a simple visual with simple language. Including communicative quality of color. We tend to be attracted to or know the meaning behind a color, however, through cultural associations tradition or beliefs of people see colors differently. One example the color red, for many connects though being a passionate full of energy color. But during Chinese New Year, the red stands for fortune and joy. Understanding colors is very important when designing because you can successfully connect with people, infiltrating the emotional state of one.

To further add, I gained the importance of connecting with your audience beyond the 7 layers of meaning. Seeing ads and overall visual art, perception is key. As a designer, you decide what you want people to immediately see and link with. Sensation will give people the ability to either be repelled or induced by the image a designer provides. The emotion of people connecting with the work of a designer or a public ad will influence the chances of buying a product or supporting a message. The intellection of an ad or image can include ways people can further understand, though physical and mental interaction. Your identification is also key, in ways of who will your work target? How will you connect with a certain group even more.? Including these layers with your work is a major need.

Lastly, Aside from the colors and its involvement with visual messages, understanding the 7 layers of visual communications was a big part that I took away from the lecture. Designing work consists of more than being creative. You have many ways for a visual message and its content to connect with people on many levels. But also using color to your advantage in order to get the attention you seek of people for an ad or art. The importance of understanding the design you want to create and show.