Course Project - Sensory Visual Interpretation

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Out of the four sensory visual elements we have the Virginia Hospital cover, Police magazine cover, Forbes Magazine cover, and National Geographic Kids magazine cover. Each of these has specific visual sensory effects and techniques that attract specific target audiences.

**Virginia Hospital cover:**

The psychology of colors and specific shapes and visualization have been proven to impact people's behavior and decision-making process or why would people make sub count judgments about a person's environment or product is there. In this Virginia Hospital cover, we see that use a blue header with sans-serif font type text, minimal text with a picture of a professional physician standing behind Advanced robotic surgery equipment. The design is essentially minimalistic there for the colors in the headers attract the eyes to the center of the page of the focal point of the doctor under the header.

The color use within this flyer accents the visual perspective to make it as though the physician standing out big and professionally. Typically, minimal designs are used from what professional audiences. In this case, I would assume it would have to be another Physicians scientist doctor, etc. Blue is typically a color of trust as well.

We can also see that a position is a man in blue is typically a color most preferred by men what is also showed associated with peace water tranquility and reliability and I'll process a sense of security that could stimulate productivity. It is a very conservative color that promotes trust in their products. They also use a minimal sunburst line pattern in the blue header. Extenuates the direction in which the audience might be targeted and the focal point of what the lines lead too. Which are the doctor arms crossed in the focal point directly underneath the header. This pattern uses nuances of the color blue to keep the design minimal and not to overbearing. If the contrast and balance of the colors were not there then the viewer might not be attracted to the focal point physician highlighting that and the colors of the font being white on these formal colors the achievement of new surgical tools *(creativebloq.com, 2017).*

For instance, if we use black or negative colors for the header. This would completely change the focal point leaving the viewer to expect more text and content to read and probably a completely different experience. From a design perspective, I would say that this would fall in line with the principle of similarity. 4 objects that look similar will be perceived as one object or part of the same group in a minimalistic perspective.

**Police magazine cover:**

The analysis of the police magazine cover comes into play with the depth and contact and placement of words on the page with a policeman standing in front of his open police truck door. We can see that the logo is the crosshair symbol to denote which blends in with the red lights of the police officer's vehicle.

This typical magazine cover has a lot going on it has six different paragraphs on it which are all designed using white and minimal yellow to extenuate the main points. We can see the color red over the backdrop of night blending well with the cover image. We see that the officer is not centered on the page this is a photography principle known as the rule of thirds where is off centered to a point on a three by three grid used by the photography. Given a title in the context of the magazine I would say that this magazine is intended for law enforcement officers, gun advocates, the other people who Advocate law enforcement. The positioning of the elements on the page draws your eyes to the police officer. The dark drafts of the colors in the magazine cover emphasize formality and Authority. Why using the context of the words to pull the viewer's end to the focal point. The use of horizontal lines can be viewed by the headlines and header logo title. these lines fit with the crosshair logo and the variety of fonts and weights used to extenuate the text on the page.

I think if the contrast this magazine cover or any different say a lighter primary or tertiary color would subtract from the Bold font and main message trying to be carried across. essentially it would not be received very well and lose a sense of authority *(Hubspot, 2020).*

**Forbes Magazine cover**

Forbes Magazine is all business professional and discreet. Like Virginia hospital cover it is minimalistic. When first viewing the magazine, their eyes are pulled directly toward the bright blue circle shape Awards symbol. Of course, Awards mean excellence and I think that is the kind of message trying to be conveyed through this cover be intriguing to those in business finance. Possibly those who nature is doing well and successful.

I do like this the best out of all of them personally. It uses a gradient dark contrast blending dark hues of blue to black from the top down. This lighter Hue gradient accent and color behind the focal point is a man and a clean-cut business holding a baseball bat which I can only assume as a baseball player of some sorts.

Possibly these graphics could represent a parody of wall street’s impression of the movie Moneyball movie? Regardless, the main logo is neutral white and grey while using bold horizontal lines to highlight the brand name. This extenuates authority and Trust within the name. The perception these elements give when combined is that it is sleek and luxurious communicating that success and Authority. Contextually the cover has minimal text honored as well in the font and weights of the font terry a good sharing the message the cover is trying to convey. I think if any other colors were used such as a bright red for the title.

The colors would real viewers from reading it. if it involved any bright primary colors the feeling of luxury and sleekness would not be taken seriously. This cover lays the perfect balance of telling an engaging story percentage element (Small Biz Trends, 2014)*.*

**National Geographic Kids magazine cover:**

National Geographic for Kids magazines of course uses bright primary colors that use a yellow border to emphasize the bright blue water with a dolphin's head sticking out in front of the border logo to give the appearance of depth and dimensionality.

While using a minimal approach for the brand logo on the top left corner they've also placed other the page such as a cat using yellows Reds and oranges very minimal tax more in-depth shapes all with thick border outlines to give more fun and adventurous feeling. The dolphin is used to pull you into the magazine and then once you see this.

It looks like it's popping out at you and coming off of the page you can see the exemplifications the magazine has to offer such as cute Wildcats, 30 cool things summer, weird but true, then on the top right-hand corner an angled picture of a raccoon which head seems to be coming out of it because its ears are front of yellow border frame which offers free collectors cards for collecting a magazine that offers.

Square and rectangular logo designs like sat in the right-hand corner can also communicate balance and efficiency, although it is mention that if paired with dull colors it could run the risk of feeling cold and impersonal. There is nothing about this magazine cover that is cold or impersonal do the bright vibrant colors. Yellow is a color that is said to be logical, optimistic, thinking, accidents, playful makes orange, which is used for happiness, sociable, affordable give the viewer a feeling of energy and excitement about the magazine cover.

Color meaning and the psychology of colors can powerfully impact people’s behavior and decision-making. People make subconscious judgments about a person, environment, or product within a few seconds or minutes. Color plays into this initial impression. Horizontal lines are a grounding influence on a brand *(Creativebloq.com, 2017).*

For most people, horizontal lines represent a sense of stability and calm. Designs that use vertical lines prominently are bold and display a sense of strength and stability mixed in with a more aggressive approach. geometry also plays a role in finished writing views attention. Such as defined edges and characteristics of organic shapes and logos are meant to imitate naturally occurring geometry the world. Shapes and lines using all four of these have all been strategically placed to extenuate an experience to tell a story and engage viewers.

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