

The Understanding a Good Choice of Colour in Poster Design for Children

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ABSTRACT

This paper is about investigating the misuse of colour in poster design for children between aged 4 to 7. This paper reviews what scientific colour that can attract children interest. This paper also explores the relation between colour of poster and children's play behaviour, and how this relation can be utilized by designers to promote design for children. Good poster colour can also catch the eyes that see it. The data will be collected and analyse using a quantitative method. Researcher make a survey by giving different poster colour to the children for intended to investigate their colour chosen. This paper will benefit to graphic designers as guideline to help use the correct colour of the posters for children.

Keyword: *Misuse of colour, good colour poster, children interest.*

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1. INTRODUCTION

This paper is about investigating the misuse of colour in poster design for children. This paper reviews what scientific research concerning colour exists. Colour can make us look and attract us. It also has the power to create strong emotions like music can. Indirectly colour can help us to recognize and understand our environment for everyday lives. Colour is a crucial consideration in man-made environments that can influence a child's psychological reactions and physiological well-being. This is particularly true for young children between aged 4 to 7 who cannot yet communicate effectively through reading and for whom colour is a major resource for them to perceive information from the outside. The Poster is aimed at delivering something. This requires a variety of strategies so that message delivery can be accurately understood by the audience. In the 20th century, posters were presented with a simple symbol used to express something to the audience for the audience to easily identify. Interesting, surprised, shock and reminiscent are the main teachings in poster rhetoric. This paper explores the relation between the colour of poster and children's play behaviour, and how this relation can be utilized by designers to promote design for children. Specifically, it focuses on using colour as a design element in children's artificial play environments to encourage children to attract their attention. This paper will benefit anyone who works with children, including graphic designer, architects, interior designers, exhibit designers and preschool administrators, among others.

2. MECHANISM OF SEEING COLORS

You know the feeling that when you are in a cool-coloured room how do you automatically feel more calm and relaxed? According to (Rosa Yurga, April 18, 2014) that's all because of the effects of colours that affect your mind consciously and unconsciously. Many studies suggest that children prefer bright colors and especially primary colours, "others found that by the age of kindergarten, children have already developed a sophisticated taste for colour" (Fehrman, as quoted in Agung, Cole, Donenberg, and Rutledge, 2002). Each colour has a different reaction to you, regardless of whether you are colour blind or not. In the world of advertising and marketing, it is important that you understand

how the colour affects our mood, in order to obtain feedback from users. The misuse of colours in a campaign can be a bad thing for a company.

2.1 People's Perception of Poster

We see posters like paper with small prints, unattractive images, and hard- to-understand texts. Does anyone read it? According to (Colorado State University Extension, May 2010), A good poster is a poster filled with text and images with a good and attractive position that conveys the main goal of the audience. Good poster colour can also catch the eyes that see it. The main purpose of the poster is to tell something, but it can also be the trigger of the idea in terms of knowledge and concept. The Poster can be a great tool because it has the ability to stick in the minds of the audience. It is very suitable for small to medium-sized businesses to be used to increase brand awareness.

2.2 Children Behaviour Toward Colour

Children identify something around them through their eyes, they distinguish shapes and categorize objects through bright colours because bright colours are the first aspect of vision that helps them. These colours are more attractive, as they are easier to see. Colours are also known to influence their mood and behaviour. According to Rachel Pancare, April 2018, Children prefer bright colours because their eyes have not fully developed yet. They see these bright colours better than fainter colour. Bright colours and different colours stand out more in their field of vision. When children are constantly working to understand their situation, bright and bright objects are more stimulating and interesting.

3. METHODOLOGY

The data will collect and analyse using a quantitative method. The researcher makes a survey of 50 children, intended to investigate their colour chosen and children will be given two types of poster examples. The first poster is a poster of a campaign that has ever been in the market. And the poster uses incorrect colours and has failed to attract children. The second poster is the same poster element as the first poster but that poster has changed the colours by the design process will be illustrate with Double Diamond model. Children will be given the option of choosing which posters are more attractive. The data obtained from the surveys will be analysed at the same time.

4. FINDING

According to a survey conducted, 50 respondents with different gender have answered the survey. 28 children in the survey are boys and 22 are girls. As has been mentioned in the literature view, it is true that most children have chosen a bright colour. According to the findings of this study, 94 % of children have chosen the bright colour poster. Children have also chosen their favourite colour, 75% of children have chosen the primary colour as their favourite colour. Based on this research, children have chosen the colour they are interested in. They see these bright colours better than fainter colours. Bright colours and primary colours stand out more in their field of vision. This can prove to be very helpful to a lot of different designers.

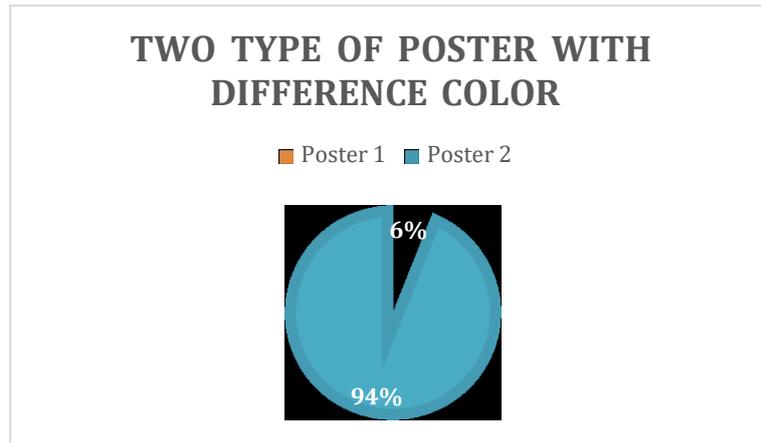


Figure 1: Question 1

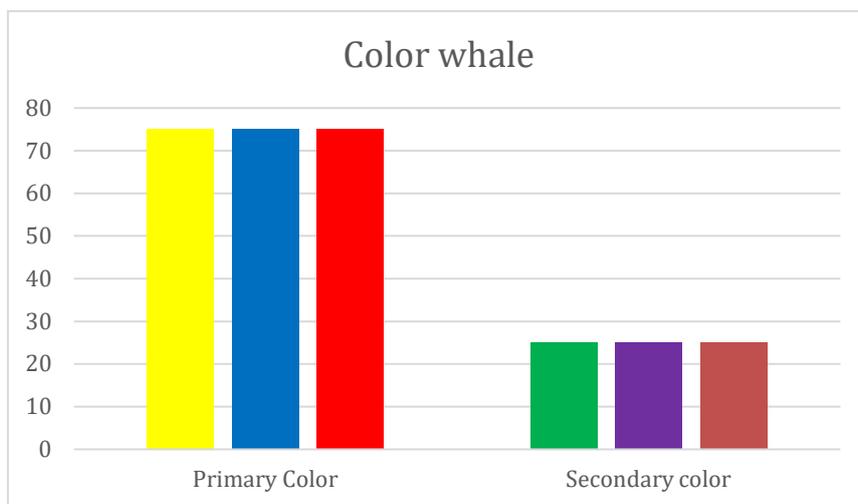


Figure 2: Question 2

5. CONCLUSION

In conclusion, the researcher strongly believes that by using the bright colour and primary colour is a good choice in poster design for children. Designers can use to make more appropriate colour selections when designing children's environments. To deliver a message, the designer should be knowledgeable about how to do the correct way, which is the correct usage of colours. Correct usage of colours can accurately convey information and messages based on message concepts and message recipients. With that, every message we convey is comprehensively understood. This paper will benefit to graphic designers as a guideline to guide them to use the correct colour of the posters for children.

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