

Ahmad Waffin Bin Mohamad Saudin & Azlan Bin Zainal. (2018). The Understanding a Good Choice of Color in Poster Design for Children. *Ideology*, 3(2) :275-279, 2018

## **The Understanding a Good Choice of Color in Poster Design for Children**

Ahmad Waffin Bin Mohamad Saudin<sup>1</sup> & Azlan Bin Zainal<sup>2</sup>  
Graphic Department, Faculty of Art & Design, Universiti Teknologi MARA  
(Perak), 32610 Seri Iskandar, Perak, Malaysia

[waffinikip@gmail.com](mailto:waffinikip@gmail.com)<sup>1</sup>  
[azlan282@perak.uitm.edu.my](mailto:azlan282@perak.uitm.edu.my)<sup>2</sup>

### **Abstract.**

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

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

## **1. Introduction**

This paper is about investigating the misuse of color in poster design for children. This paper reviews what scientific research concerning color exists. Color can make us look and attract us. It also has the power to create strong emotions like music can. Indirectly color can help us to recognize and understand our environment for everyday lives. Color 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 color 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 color of poster and children's play behavior, and how this relation can be utilized by designers to promote design for children. Specifically, it focuses on using color 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 colored 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 colors that affect your mind consciously and unconsciously. Many studies suggest that children prefer bright colors and especially primary colors, "others found that by the age of kindergarten, children have already developed a sophisticated taste for color" (Fehrman, as quoted in Agunga, Cole, Donenberg, and Rutledge, 2002). Each color has a different reaction to you, regardless of whether you are color blind or not. In the world of advertising and marketing, it is important that you understand how the color affects our mood, in order to obtain feedback from users. The misuse of colors 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 color 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 Behavior Toward Color

Children identify something around them through their eyes, they distinguish shapes and categorize objects through bright colors because bright colors are the first aspect of vision that helps them. These colors are more attractive, as they are easier to see. Colors are also known to influence their mood and behavior. According to Rachel Pancare, April 2018, Children prefer bright colors because their eyes have not fully developed yet. They see these bright colors better than fainter colors. Bright colors and different colors 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 analyze using a quantitative method. The researcher makes a survey of 50 children, intended to investigate their color 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 colors and has failed to attract children. The second poster is the same poster element as the first poster but that poster has changed the colors 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 analyzed 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 color. According to the findings of this study, 94 % of children have chosen the bright color poster. Children have also chosen their favorite color, 75% of children have chosen the primary color as their favorite color. Based on this research, children have chosen the color they are interested in. They see these bright colors better than fainter colors. Bright colors and primary colors stand out more in their field of vision. This can prove to be very helpful to a lot of different designers.

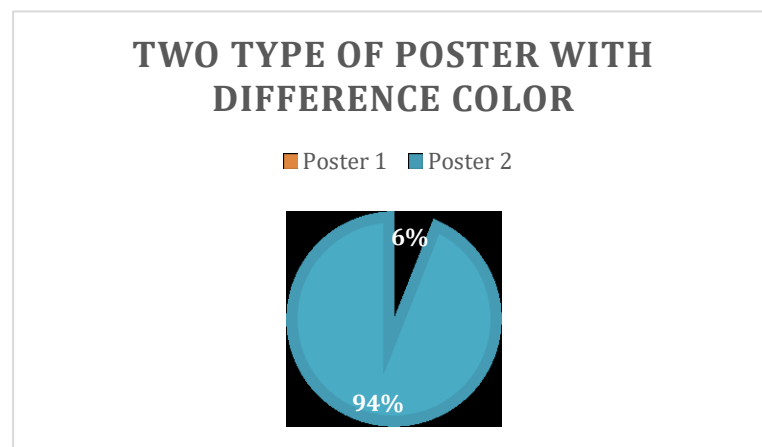


Figure 1. Question 1

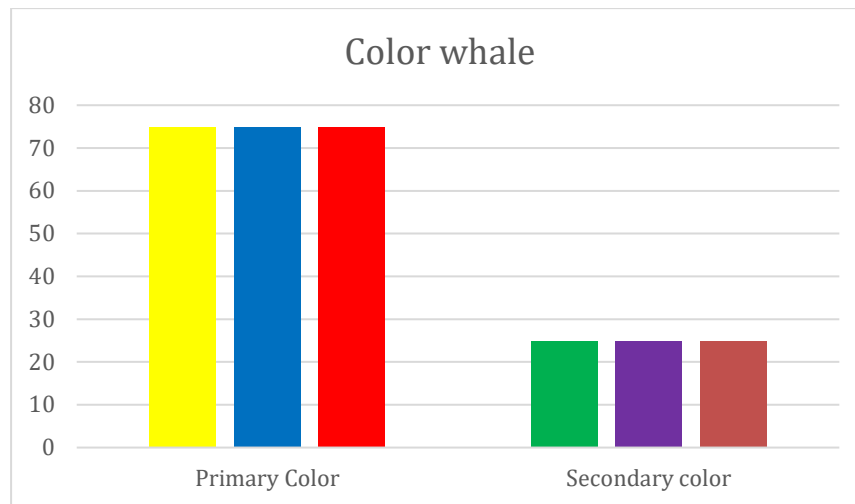


Figure 2. Question 2

## 5. Conclusion

In conclusion, the researcher strongly believes that by using the bright color and primary color is a good choice in poster design for children. Designers can use to make more appropriate color 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 colors. Correct usage of colors 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 color of the posters for children.

## References

1. Rachel Pancare, (April 23, 2018) How Do Bright Colors Appeal to Kids?  
<https://sciencing.com/do-bright-colors-appeal-kids-5476948.html>
2. Gregory Ciotti, (March 1, 2018) The Psychology of Color in Marketing and Branding.  
<https://www.helpscout.net/blog/psychology-of-color/>
3. Olof Halldin, National Library of Sweden, The History of Poster  
<https://www.kb.se/Docs/collections/history-posters.pdf>
4. Naseem Khalili, (2010) Colour Communication in Children's Play Environments  
[https://curve.carleton.ca/system/files/etd/0a24b688-a5df-402c-beed-4493b4948531/etd\\_pdf/1d5b38751de051f93822ccd68d71e604/khalili-colourcommunicationinchildrensplayenvironments.pdf](https://curve.carleton.ca/system/files/etd/0a24b688-a5df-402c-beed-4493b4948531/etd_pdf/1d5b38751de051f93822ccd68d71e604/khalili-colourcommunicationinchildrensplayenvironments.pdf)
5. Sandrine G. and Ludovic L. B. (January 1, 2015) Colour and emotion: children also associate red with negative valence.  
<https://pdfs.semanticscholar.org/4ca3/3108f77ea05467561257304708d103c30c4>

1.pdf

6. J. Zlotkowska and Thomas C. Colour preferences in children. Affective graphic design for children at risk for cancer.

[http://www.create.uwe.ac.uk/norway\\_paperlist/zlotkowska.pdf](http://www.create.uwe.ac.uk/norway_paperlist/zlotkowska.pdf)