

The Application of Color Contrast in Poster Design

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Abstract: we live in a colorful world, where color contrast is everywhere. In the process of summarizing the law of color contrast and developing color contrast, people continue to find the unspeakable power of color contrast in politics, economy, history, religion, culture and art. Human beings continue to draw inspiration from nature and enjoy the joy of color contrast creation. Posters are also called posters. Poster is one of many advertising media. Poster can attract people's vision, and color contrast plays an important role, because people usually pay attention to color contrast first. This paper expounds the function of color contrast in poster design, and discusses how to make better use of color contrast in poster design.

1. Introduction

In poster design, graphic designers often use various attribute elements of posters to improve the picture of posters.

As an important element of graphic design that causes the first impression of the public, color naturally occupies a significant proportion in poster design. Through the visual transmission of color, the poster is more attractive, so as to promote products and transmit information. As a form of color, contrast color is more prominent in posters. Therefore, poster designers should be careful about the application of color contrast in poster design to make color add attraction to poster publicity. Clever use of color in poster design can effectively create the spiritual atmosphere of advertising.

Color is particularly important for poster design. Color affects people's physiology and psychology. Therefore, in poster publicity, the purpose of publicity is achieved by transmitting color to people's psychological perception. In the process of poster design, after understanding the environmental attributes of poster design, we should first determine and grasp the basic color and main color[1]. On this basis, we should use rich foil colors to contrast or set off, and use them reasonably according to different functions and use conditions, so as to integrate the color with other elements of poster design, such as image, text, layout and graphics. Change is contained in unity, and the practical significance of publicity is achieved in the balanced beauty of form.

The use of contrast color in poster design can make the poster information spread faster and easier to be noticed by the audience. Especially in the noisy environment, contrast color has the advantages of communication and can be highlighted in the chaotic environment. The specific performance is: adjust

the spatial hierarchy of the poster, for example, through the difference comparison between color hue and purity, produce the picture spatial hierarchy comparison of height, distance, depth and so on. The contrast of warm and cold colors can better highlight the theme of the poster. Reflect the characteristics of poster style. Many poster styles are reflected according to color contrast, romantic, warm, nostalgic, elegant, strange, modern, bright and so on, increasing the fashion and life flavor of posters. Each poster has its own theme, and each theme can be set off with different colors, so as to highlight the uniqueness of the theme.

2. Color Contrast Function in Poster Design

From the influence of color contrast itself on people, its function is divided into two kinds: the physiological function of color contrast and the psychological function of color contrast.

Different color contrast will have different physiological reactions to people, which has been confirmed by science. Red, orange and yellow remind people of fire and sunshine, so they are called warm colors. Blue, green and cyan are reminiscent of the sky, sea and green mountains, and are called cold colors. Warm colors have the feeling of expanding outward, while cool colors have the trend of shrinking inward. In addition, color contrast will also produce photosensitive stimuli such as strength, advance and retreat, weight and so on.

The psychological function of color contrast is formed by the physiological function acting on the brain, which is affected by many factors such as age, gender, nationality and environment. Color contrast has a great impact on people's psychology, which can trigger emotions and associations. Generally, we think red is the most popular and enthusiastic feature; Yellow will give people a sense of joy and excitement; Blue gives people a sense of simplicity, peace and comfort, but it also has a sense of desolation and coldness; Green symbolizes peace and security; White has the characteristics of purity and elegance; Gray has a calm and mysterious artistic conception[2]. It is also a universal color, which can serve as a foil; Black is dignified and solid. Therefore, if we want to design eye-catching works in poster design, we should consider whether the symbolism of color contrast is the same as the moral to be expressed.

3. Function of Color Contrast in Poster Design

3.1 Visual Impact

The bright color contrast has a strong visual impact, so that the poster works can jump out of many publicity works, quickly attract the attention of the audience, and leave a deep impression at the first sight, which is conducive to conveying the information appeal.

3.2 Artistic Appeal

Color contrast can affect people's feeling and perception, which is associative and suggestive. Reasonable color contrast can induce people to have emotional resonance. Appropriate color contrast can render the atmosphere and set off the theme, which helps posters play an offensive role in information transmission and get the recognition of the audience.

3.3 Enhance Aesthetic Sense

The perfect realm caused by the combination of color contrast can make the theme more clear and prominent, the picture more beautiful and harmonious, provide spiritual understanding and enjoyment, and make people enjoy beauty in the process of understanding the content.

4. Specific Application of Color Contrast in Poster Design

Cognitive color contrast is the knowledge we must master before designing posters. Whether the color contrast matching is appropriate and reasonable and whether the color contrast application is coordinated depends on our cognitive level of color contrast. The application of color contrast in posters needs to follow certain laws.

4.1 Color Contrast Requirements of Different Consumer Groups for Posters

There are many kinds of posters, which can be roughly divided into profit-making and non-profit. The profit-making ones are generally commercial posters, and the non-profit ones include public welfare posters, political posters, cultural posters, etc[3].The color contrast of commercial posters meets the various aesthetic needs of a group of consumers. Consumers will feel that it is designed for them and produce a sense of intimacy, which can promote this group of consumers to prefer this commodity, even repeated or long-term use. For example, in our common cosmetics advertisements, women's cosmetics are mainly soft, romantic, warm and sweet color contrast such as red, pink and purple. In addition, Estee Lauder, Lancome and other cosmetic posters aimed at women with higher consumption ability or older age are mostly compared with noble, mature and sexy colors such as purple, gold or red and black, while Maybelline is more aimed at women with lower consumption ability or younger age, so the color comparison is mainly pink, light blue or bright colors.

The so-called public welfare posters are literally posters that convey a certain social civilization or moral concept to the public through posters, so as to improve people's degree of civilization and obtain good social benefits. Such as the inherent meaning of protecting resources and cherishing life. Due to the existence of this meaning, the contents of posters often explain the harmful results. Therefore, the tone is gray, such as using black, gray and other colors to render a serious, solemn and terrible atmosphere.

The use of color contrast should be people-oriented and choose targeted colors according to the needs of consumers of different ages, genders and regions. Only by fully investigating the age structure, aesthetic consciousness, cultural level, economic income and other factors of the target market and studying the color comparison preference of consumers in the target market can we use appropriate color comparison to make different posters show their own taste, charm and personality.

4.2 Requirements for Color Contrast of Posters with Different Themes

Color contrast can affect people's feeling and perception, which is associative and suggestive. We should choose different theme colors for posters with different themes. Theme color is the main color contrast representing the image of posters, which can be one or a group of color contrast. Different theme colors locate different color contrast styles. What color to choose as the theme color depends on the specific situation of the poster.

To determine what color contrast is appropriate for a poster, we must first understand the theme of the poster, its service object, and the purpose we want to achieve through color contrast. For example,

the color contrast of beverage posters in summer requires health, green, safety and delicious, which gives people a cool and comfortable taste. More green and blue are used. The bright green looks beautiful and elegant. More importantly, under normal circumstances, green can make people feel safe, healthy and full of vitality, such as seven up, Tsingtao beer, etc. Blue is the coldest color, which reminds people of the blue projection on the glacier. The use of blue in posters will give people a cool and exciting feeling. Therefore, the beverage posters publicize a pure, cool and delicious characteristic[4].

For many enterprises, institutions and groups, their poster image is actually a part of their overall image. The theme color of such posters can generally use the company's standard color, which is in line with the company's image strategy and can improve the company's image. For example, the publicity poster of Coca Cola company uses bright red. Although it belongs to the same type of beverage, it boldly uses red as the main color. The psychological hint of red is often dry and hot, which should run counter to the theme conveyed by the beverage. However, Coca Cola's color comparison and selection are unified with the company's image. Taking the enterprise standard color as the main color is conducive to publicity and promotion, and shows a warm, positive and dynamic enterprise image. Coca Cola not only breaks the traditional way of expression, but also has a unique style in the beverage category.

5. Conclusion

People live in a world of color contrast and accumulate a lot of visual experience. When these visual experiences echo with foreign color contrast stimuli, they cause some emotions and emotions in people's psychology and touch people's hearts. Excellent posters will stand out in many poster designs with their unique color contrast effect through different colors. Each color in each poster has a different emotion. Poster design is to try and explore tirelessly and pursue the beautiful feelings of human life. Color contrast is of great value[5]. It has a direct and important impact on our expression of ideas and interests. It is necessary for this era to grasp the color contrast, feel the design and enrich our life.

The use of color contrast is not only a means, but also an art. In contemporary posters, the use of color contrast must find a balance between artistry and popularity, and make a breakthrough in artistry while meeting the needs of the public. Therefore, we must master the professional knowledge of color contrast thoroughly, and make rational use of it on the basis of understanding the influence of color contrast, so as to make the poster more pleasing to the eye and more attractive.

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