Chapter 4 Word to color! Tells, persuades, evokes

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Abstract

For the teaching module "Project work the Color in the Communication" within the Master in Color Design and Technology promoted by the Politecnico di Milano in collaboration with the Italian Color Association, I decided to involve students with different projects, designed to embrace different creative and methodological approaches precisely to face the multiple areas of the visual communication. Each project aims to train creativity, experiment with color in the choice and application, use the different techniques for the selection and construction of a color code. The goal is to provide students with the useful tools to acquire familiarity, technique and awareness, facing the processing steps of a color project articulated in all its communicative and aesthetic extension, through the conception, development of its parts and the final presentation. A careful look at the visual graphic culture foresees associations and connections of different nature; interdisciplinary and intercultural, contemporary and historical considerations where color is a fundamental and complex element that must be carefully investigated to discover its innumerable nuances and different communicative values. Only when you deal with the color design you can completely understand its strength and complexity. The ability to choose and to combine color in the right quantities for an effective communication is the result of a lot of training, specialized skills, technique, method, sensitivity, intuition, creativity and knowledge. Elements that will be investigated and highlighted during the project work.

1. Introduction

The Project Work will focus the attention on the role played by colors in the different areas of the visual communication, on the perceptive, evocative and persuasive aspects of the chromatic language: the color strategy.
The color is a basic ingredient for an effective visual communication:
when we design color we become an active part and we need to be aware
of its power, complexity and of its multiple communicative values.
4 color projects to:

- train, orient and develop creativity on a given brief;
- experiment with different creative approaches;
- choose colors with technique, intuition and personal sensitivity;
- provide a working method and give the opportunity to find your own;
- acquire visual awareness and critical observation of color.

Each project involves four steps: the creative elaboration, the project development, its definition and the final presentation.

WHAT DO YOU WANT TO COMMUNICATE?
WHICH COLORS COMMUNICATE BETTER?

2. Project 1 color concept/guideline color
Build communication around the color for a product / a company / an event.
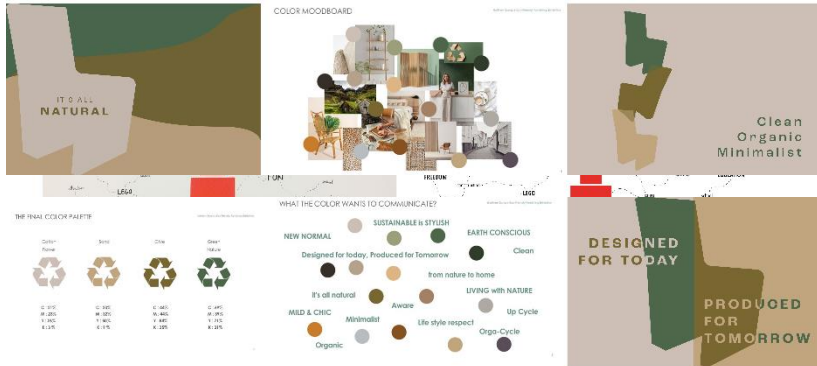

Figure 3 Project development of "The guide for the concept colors for Northern Europe Eco-Friendly Furnishing Exhibition" made by Kararci Cansu, Permatasari Soraya Intan and Nakamura Asako, 2020.

Figure 2 Final outcome of the project "EVENT the child's world game and education" by Clara Guimbretière and Giulia Muscatelli, 2019.
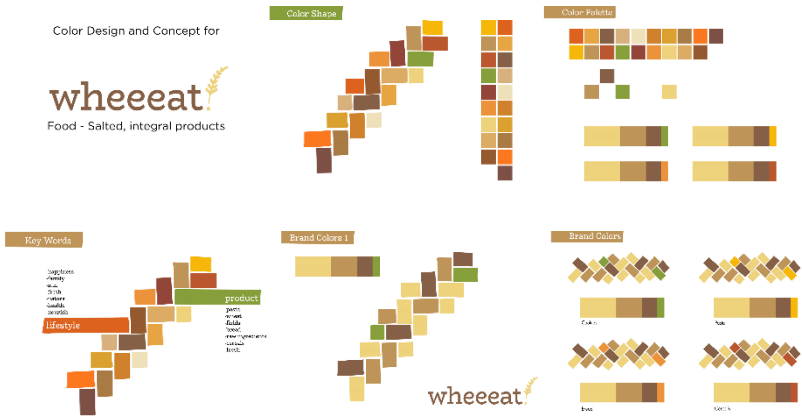
Figura 5 Project development of "wheeeat Food – Salted, integral product" Giorgia Coltella and Cristina Gomez, 2019.

Figure 6 Final outcome of the project "wheeeat Food – Salted, integral product" Giorgia Coltella and Cristina Gomez, 2019.
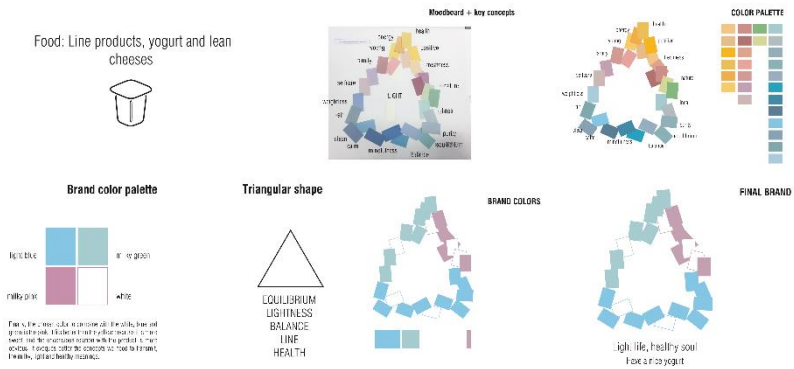
Figure 7 Project development of "Light life, healthy soul" by Elizaveta Kushnirenko and Ángela Pérez Calleja, 2019.
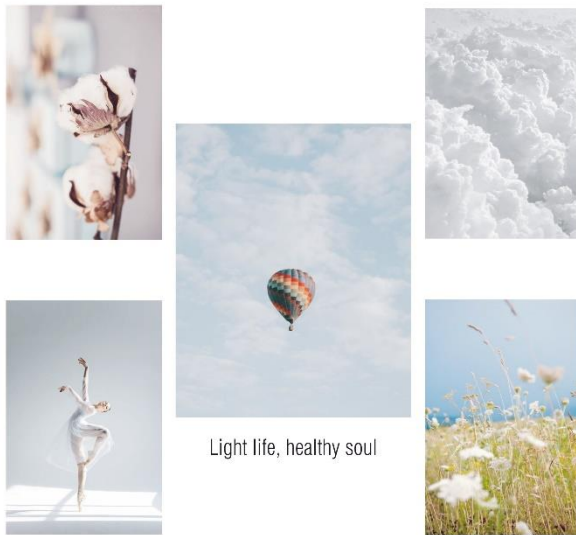

Figure 8 Final outcome of the project "Light life, healthy soul" by Elizaveta Kushnirenko and Ángela Pérez Calleja, 2019.
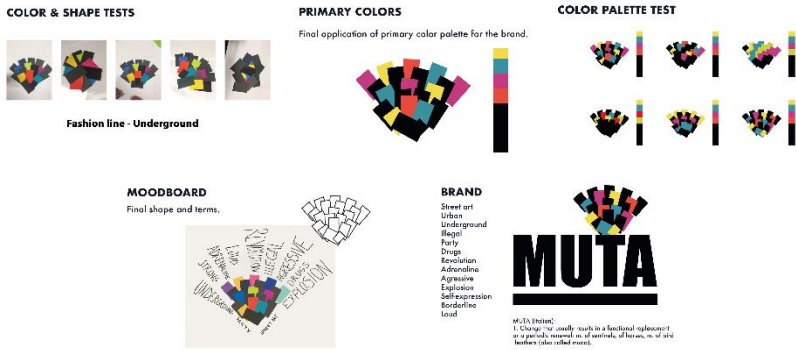
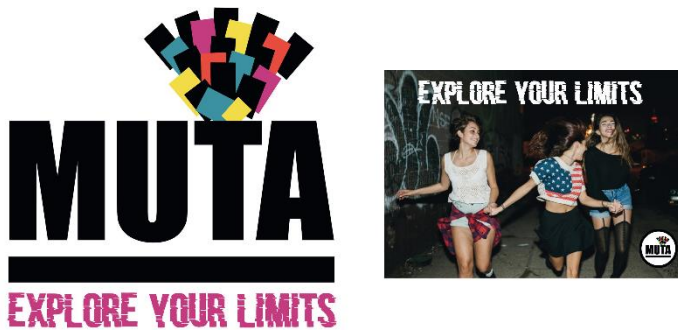Figure 9 Project development of the brand MUTA made by Sebastian Cares Peralta and Cecilia Borrettaz, 2019.

Figure 10 Final outcome of the project MUTA made by Sebastian Cares Peralta and Cecilia Borrettaz, 2019.

3. Project 2 color design for the communication of a commercial food

New color code for McDonald's brand / fast food stores dedicated to new 4 different cuisines: pastry, vegetarian and Japanese, Indian.

• Which colors will evoke smells and environments?
• Which colors will recall the collective imagination?
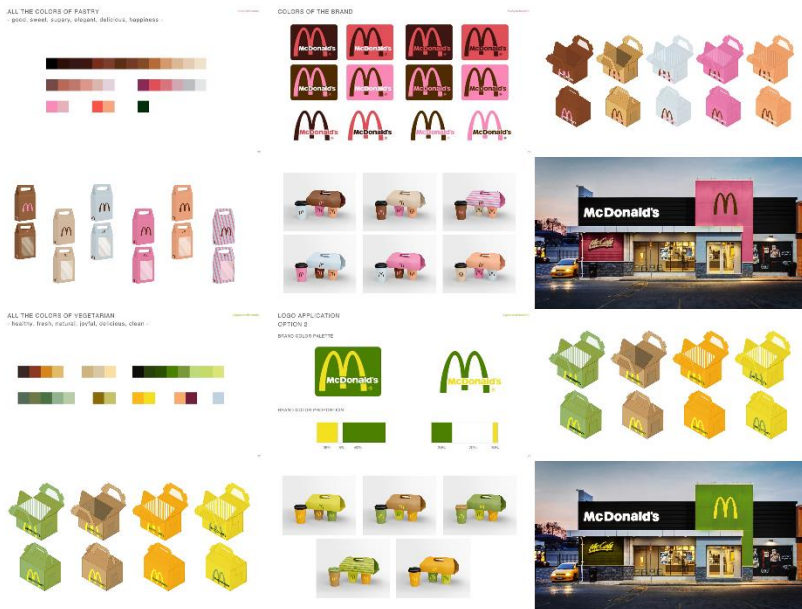• Which colors will to the taste buds taste better?

Figure 11 Pastry McDonald and Vegetarian McDonald made by Kararci Cansu, Permatasari, Soraya Intan and Nakamura Asako, 2020.

Figure 12 Indian McDonald and Pastry McDonald made by Clara Guimbretière and Giulia Muscatelli, 2019.
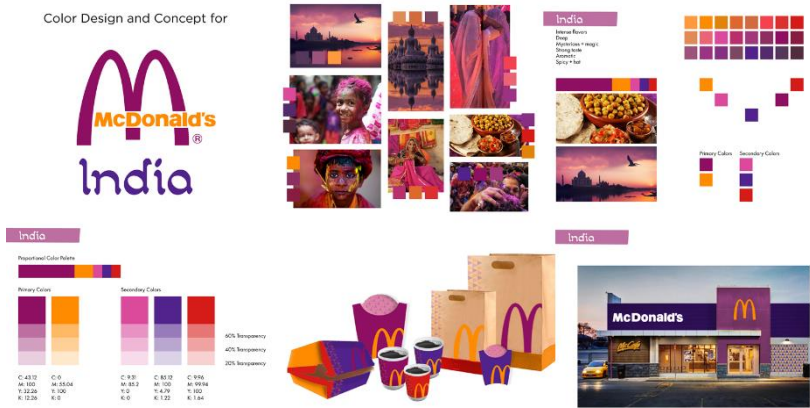
Figure 13 Indian McDonald made by Giorgia Coltella and Cristina Gomez, 2019.

Figure 14 Japanese McDonald by Piera Leonetti and Aja Abu El Kheir, 2017.

4. Project 3 color design for a new series of books: mistery

The guideline colors for the different thematic areas and the colors for the brand.
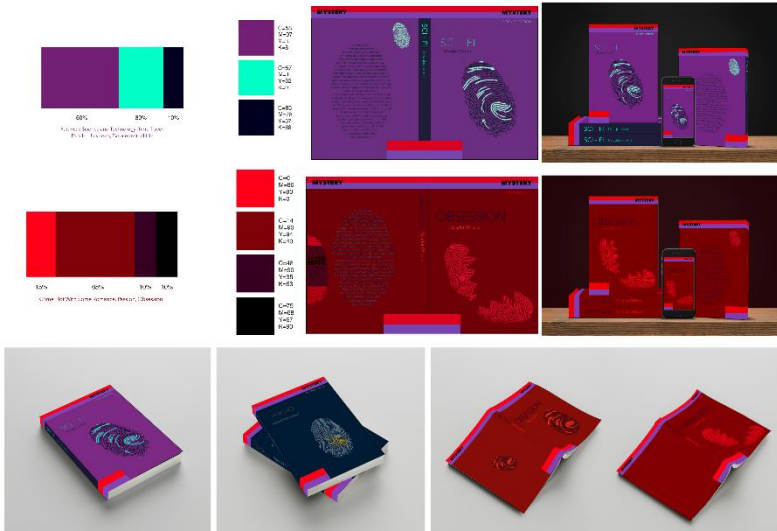

Figure 15 Cover design for new series of books made by Anna Tojkander, Mia Zhaohua Lei and Antonietta Valente, 2020.
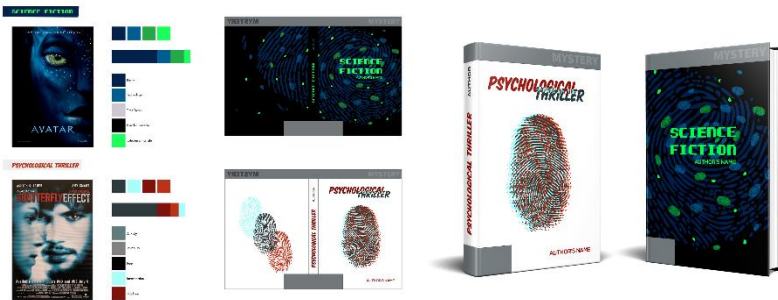

Figure 16 Cover design for a new series of books by Giorgia Coltella and Cristina Gomez, 2019.
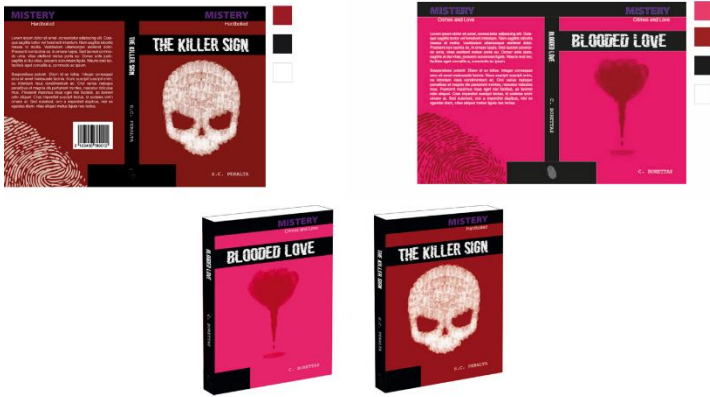
Figure 17 Cover design for new series of books made by Sebastian Cares Peralta, 2019.
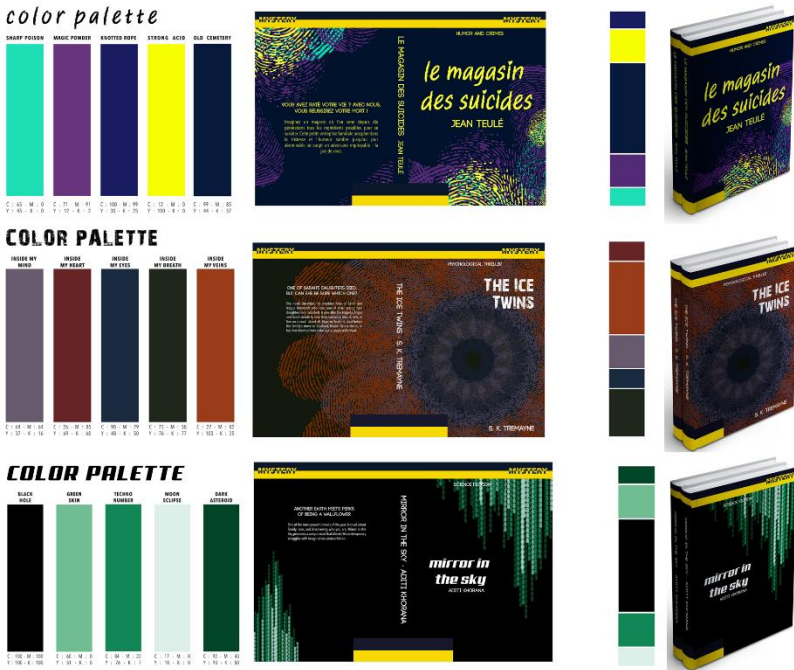

Figure 18 Cover design for new series of books made by Clara Guimbretière and Giulia Muscatelli, 2019.

Figure 19 Cover design for a new series of books by Piera Leonetti and Aja Abu El Kheir, 2014.
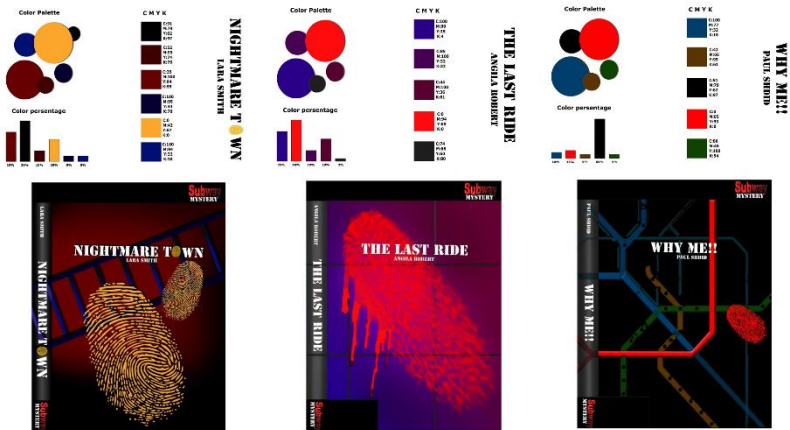

Figure 20 Cover design for new series of books made by Suheir Darhouth, 2014.

Figure 21 Cover design for new series of books made by Rawan Bakri, 2017.
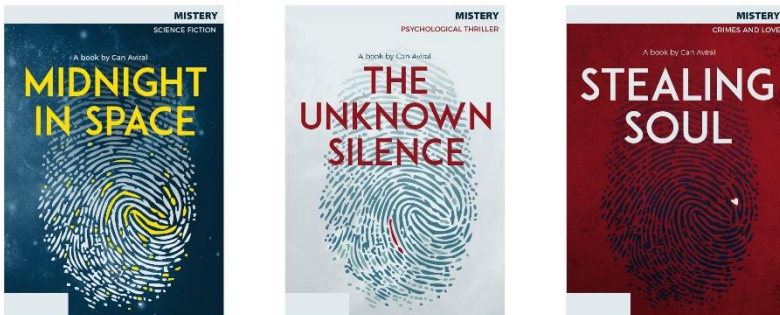

Figure 22 Cover design for new series of books made by Can Aviral and Daniele Veronesi, 2017.

5. Project 4 the colors of one's own personal brand
The chromatic code of one's visual identity, the introspective colors.

Figure 23 Personal logo designed by Sara Ubaldini, 2014.

Figure 24 Personal logo designed by Rawan Bakri, 2017.

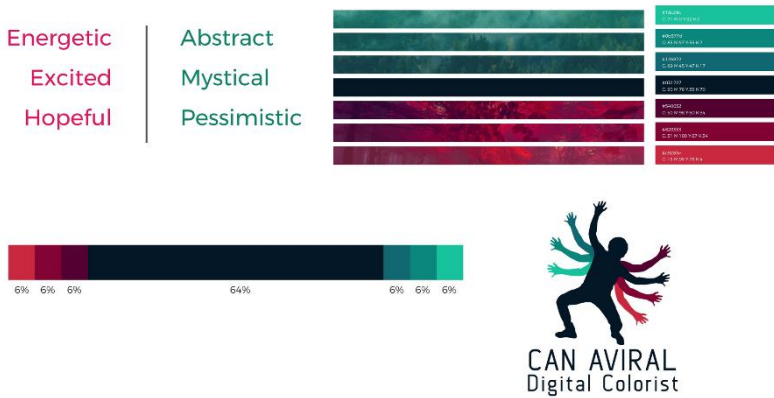Figure 25 Personal logo designed by Susie Xie, 2017.

Figure 26 Personal logo designed by Can Aviral, 2017.

6. Conflict of interest declaration

7. Funding source declaration

8. Short biography of the author

Elisabetta Del Zoppo, communication designer.
My career began in the late 80s as an art director in advertising agencies and since 2003 with my own independent business.

I deal with: content analysis and development, strategy, concept, creativity, construction of complex projects, integrated communication, graphic design and copy for the different areas of the visual communication.

Color is a decisive aspect, which has always accompanied my profession, a skill that has led me to different teaching experiences including the four editions of the "Color Design and Technology" Master of the Politecnico di Milano in collaboration with the Italian Color Association .

From 2017 till now, part of my work has been focused on graphic design for visitors / museum centers and exhibitions in Italy and abroad on the theme of the environment, nature, biodiversity.

I have been working for more than 10 years for the communication of the Third Sector, expert in the realization of fundraising campaigns, informative and institutional material for national and international foundations and associations.