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Personality Type Posters

By

Sabrina Awdi

A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree of Master of Fine Arts in Visual Communication Design

School/Department of Design
College of Art & Design

Rochester Institute of Technology
Rochester, NY
May 5, 2022

Committee Approval:

Adam Smith
Committee Member

Mike Strobert
Committee Member

Abstract:
Humans are highly visual creatures and have been responding to visual cues from the beginning of time for survival and information. Visual design is an important tool to use for to convey ideas through imagery instead of words or typed out information. Using design to help the person visually decipher and interpret information can serve as a solution in many aspects of life. I am using personality types to show introversion, extroversion, ambiversion, and empathy visually through the use of digital art (illustration) and graphic design. The goal is to evoke an emotional response from the viewer to be able to understand each personality type from each poster on its own and distinguish the differences between them as a whole collection. Also, mixing design with art and slightly bridging the gap between the two to create a solid solution for communication is an essential part of this project. To successfully create these designs, all types of design principles are used in the different elements that make the whole of these posters. Breaking them down and why and how they work to create successful designs is essential.

Keywords: Personality, Personality Type, Poster Design, Graphic Design, Introversion, Extraversion, Ambiversion, Empathy, Design Principles

Committee Members: Adam Smith, Mike Strobert

The Prompt:
A visualization that combines the use of graphic design and digital art to evoke an emotional response from the user. This shows the importance of using visual design and art to interpret an idea and information.

The Problem:
Information and knowledge can be very complex and trying to explain them using words often can be a lot for the viewer to comprehend quickly which creates misunderstandings and confusion. An example is using personality types as the input of information. Misconceptions can cause a limited idea of what each personality type means when in reality they consist of things that go above and beyond certain labels and adjectives.

Solution:
My process started out with printmaking, specifically, screen printing, for my initial ideas of art creating lines. That process inspired me to continue with the usage of lines and developed into digital illustration and graphics. The fluidity and aesthetic look of paint on a canvas got interpreted into digital visuals and art. The usage of lines to create a silhouette that communicates an interpretation of a person's head depending on their personality type became a theme for all posters. It also inspired the idea of creating a data visualization using those lines; however, I learned that having to focus on visuals without adding data points and keeping them as posters was a much better and feasible approach for my concept with the available research and resources I have. I added upon those lines digital art brush strokes, typography, and other graphic elements to create a visual design system. Visual design is an important tool for creating a good visualization that communicates an idea or concept to a viewer. That's why I designed four different posters where a viewer can get an idea or grasp what the concept is behind them as a whole and separately. I used personality types and focused on four specific traits or aspects to personality to convey a message and idea for the viewer of what they are. Using design principles and focusing on color, typography, hierarchy, contrast and layout mixed with digital illustrations creates aesthetically pleasing images.

The Personality Types:
Introverts prefer to spend a lot of their time alone and need it to "recharge" since they have a low social battery. They are predominantly concerned with their own thoughts

and feelings rather than what's going on outside in their surroundings. Extroverts are people that are known to be super outgoing, talkative, and energetic and they absorb energy by socializing with others and being a part of a bigger group of people. In most cases, people are neither fully introverts nor fully extroverts - they could share characteristics from both personality types making them ambiverts. Ambiverts fall somewhere in the middle of the spectrum and the percentage of extroversion versus introversion in each ambivert varies. Empathy is the ability to understand another's feelings and thoughts. An empath is a person who feels more empathy than the average person. They're usually more accurate at understanding a person's emotions and thoughts at a much deeper level just by sensing another's energy and vibes they give off. They also feel those emotions at a much higher intensity than a regular person just sympathizing with another.

Design Breakdown:

In the Introversion poster, I use different colors to show the arrows going in since they absorb and observe a lot when surrounded by people and their world goes inward with their own thoughts and feelings (see figure 1).

The poster is laid out with the head of a person to one side towards the center of the frame filling out most of the frame but is mainly right-heavy filling up more than two-thirds of the page while the typography on the left with less than a third of the page to fill. This creates asymmetrical balance. The layout it not symmetrical, nor is the silhouette, or the arrows on both sides so the entire poster is intentionally designed asymmetrically to energize the page and allow the viewer's eye to move organically around the page from one element to the next.

figure 1

The way the poster's elements are laid out in terms of size, color, position and opacity creates a sense of hierarchy. Hierarchy is important to create a dynamic visual that the viewer can pay attention to leading the eye from one thing to the next. In this instance the head is the biggest component in terms of scale and size in because of

both its height and width. At the same time, the colors of the aura are vibrant with the pink at the center that grabs attention before or at the same time as the head.

The way the colors are diagonally flowing, lead the eyes in a certain direction into the arrows while the direction of the arrows going inwards make the eyes look back at the aura. So, there's a vibrational movement going inwards. The typography is scaled the largest in height on the page, however, since it has a low opacity and most of it blends into the background with the same color aside from the shadow, it's last in the hierarchy to pay attention to. The aura here is the most attention-grabbing focal point in the poster and that is the emphasis design principle. There's a huge contrast in its shape and noticeable variety in colors inside the aura and how vibrant they are as opposed to the rest of the composition including the background and typography which are very subtle and simple.

In the Extroversion poster, I use warmer colors with visuals and typography to show the vibrancy and energy extroverts draw from their surroundings with the arrows going outwards to show how they express everything they think or feel or want to communicate (see figure 2).

figure 2

Color is repeated throughout the poster with varying reds, pinks, yellows, and oranges to keep a consistent palette and keep the idea of what the colors represent for this personality type's characteristics. Warm colors are typically considered energetic and active. Repetition is used as lines creating the form of the human head to reinforce the idea of a vibrational effect where the line weight varies slightly going from thinnest on the outer most line to the thickest line weight on the inner most line to show that extroverts energy flows outwards. Extroversion's typography has repetition as well with the overlapping of the same word in different layers, colors, and opacities to add dimension and a more dramatic effect that gives the feeling of what the descriptor's meaning entails. The arrows are another element that are repeated in different colors with them pointing into the silhouette's head to clearly identify that this person's energy also goes inwards and absorbs from its surroundings. Repetition of swirls in the

background as a pattern is also present for a subtle contrast from what's going on outside the head that's very dramatic, keeping the inside a bit quieter but not completely empty or bland.

The Ambiversion poster indicates a balance of drawing in energy from surroundings as well as giving energy out to it. There is a balance between in the inner and outer world of an ambivert and how they interact with their own thoughts and feelings and those around them (see figure 3).

figure 3

The colors of this poster are all blues in different shades. Cool colors are considered more relaxing and calming. Using different tones of blue in one design creates a sense of unity where all the elements are unified together. Additionally, because of the similarity in colors (through Gestalt principle) and overall feeling and tone they bring they create a sense of harmony. Gestalt principle of figure/ground is present in the use of the lines to create a human head silhouette. The several lines on top of each other create the outline of the head without it being filled in. That figure/ground principle shows the relationship between those lines and the negative space inside.

The negative space presented inside the head and outside it surrounding the aura makes it clear that this poster's meaning is more balanced and distinguishably different from the other ones. The arrows going inwards and outwards creates a sense of direction where the movement happens in multiple ways. The breakup of the multiple directions of with the various tones of blue creates a sense of rhythm. The auras that were made with digital watercolor brushes create a fluid texture as a pattern. Their artistic quality distinguishes them apart as elements from the other vector and pixel-based graphics. The typography also has a texture that could be seen as a pattern made with cloud texture to match the aura's aesthetic. This unifies them together.

In the Empathy poster, the colors are warm yet nurturing to evoke the feelings of an empath with the energies they take in and how they try to give out their help and sense of empathy (see figure 4). The colors create a sense of harmony together because of the similar color palette with different hues of purple, lavender, and pink. The scale of

the head is big taking up most of the page. There's still a pleasant contrast happening between the outside of the head and the inside where the aura is because of the variety cool and warm toned shades of colors. The background also has pink aura to unify the entire poster with the aura. The brush strokes create a watercolor texture which adds dimension. The typography's size is also big scaled up the entire height of the page yet only part of the page since it is aligned to the right and rotated vertically.

figure 4

Apart from that, the typography is extremely subtle blending in with the background because of its low opacity and blurriness. Its scale is super big since it has less word characters than the other posters' and that's what grabs the viewer's attention despite how subtle it is to read. The arrows of this poster have a variety of colors and different opacity levels. They are also scaled at different sizes with most of the arrows going in being large and the few one's going out much smaller.

Using the information and knowledge I have about four different personality types and their traits, I am interpreting that information into visual graphics and art. In the final solution, the colors for the auras are blended well together in it and with the background. With the typography they supposed to evoke the feelings of what each personality types' traits convey. Each poster feels a lot more unified harmoniously individually and together as a collection. The use of repetition in each one emphasizes the visual of the human head that also uses the Gestalt principle of figure/ground with the negative space on the inside and outside of the lines. The different line weights create a vibrational movement going inwards and outwards for each one accordingly.

The arrows do the same depending on which directions they're headed. The pattern and textures of the auras are blended well and create an appealing sight and flow making it a nice visual contrast and a break to the eyes from the solid and rigid vector graphics. Introversion has typography that uses the Gestalt principle of negative space on the inside and the outline shadow defines the word's shape.

Extroversion's typography uses repetition to emphasize the outgoing nature of the term's meaning. Ambiversion has a cloudy pattern/texture that unifies with the rest of the poster and creates the feeling of going in and out as the movement of the posters other elements suggest. And last but not least, empathy is blending into the background with a blur effect and has a low opacity. Also, what makes it stand out is its scale and proportion in size since it has fewer characters.

All posters are asymmetrically balanced with the typography aligned vertically to the right side and the head and its elements aligned to the left to center taking up more than two-thirds of the page. Color theory has been used for each poster to convey the feelings and meanings of what each personality type stands for.

Conclusion:

Overall, turning information and knowledge into visuals deems itself important. Also, using design principles to reiterate interesting and successful visuals to draw in the viewer is essential to make the message understandable as well as visually pleasing to look at. A good design system also matters when creating multiple pieces of design work for the subject matter in order to have a collection that is coherent and unified.

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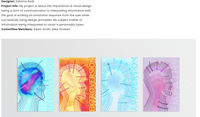
PERSONALITY TYPE POSTERS

Project Title: Personality Type Posters
Designer: Sabrina Aoki
Project Brief: Students learn about the importance of visual design being a form of communication by interpreting information with the goal of evoking an emotional response from the user. This allows the designer to convey information in a way that makes the information being interpreted by the user personally taken.
Committee Members: Karen Smith, Mike Eckert



The Footnote

A presentation that combines the use of graphic design and digital art to evoke an emotional response from the user. This shows the relationship between visual design and UI in relation to design decisions.

Solution

Using design principles and colors to create four different posters with different moods and emotions to represent the four different personality types. Using the concept of using these elements to create specific and interesting visuals that can allow the viewer to understand and relate to the information presented to them. The goal is that the viewer will know about these personality types, can interpreting the information into visual graphics and art.

The Problem

Interpreting knowledge into visuals just out in the form of text giving the reader a lot to read is dry and comprehend the data behind it. Using design principles to create visual representations of information helps them through. However, the challenge is how to keep capturing and integrating the data to look at and grasp the data and information. Using design principles to create a visual representation forces people to an interesting and appealing manner.

Introversion

Introversion and extroversion are the most misunderstood types of people. They prefer to spend a lot of their time alone and need to "recharge" after being with other people. Introverts are not shy, but they are more quiet and get drained of energy around people. They need the quiet chance to refresh from engaging from everyone and are very selective with who they spend their time and energy with. Introverts are also very self and introspective and spending more time indoors. Last because of the surface they seem alone doesn't mean it's based on their mood. Introverts are not sad, they are just quiet. They are also very introspective and appealed to the which going on in the universal. Introverts are also very self and introspective and spending more time indoors and feelings rather than others going on outside in their surroundings.

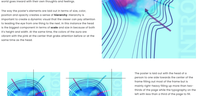
Design Background

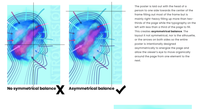
In the poster, I use different colors to show the whose going in since the inside of the introverts mind. The background also has gift tone to it to integrate and contrast with their own thoughts and feelings.

The way the colors are integrated in terms of size, color, position and opacity helps it relate to **Relating**. Relating is important to create a dynamic visual that the viewer can pay attention to and relate to. Relating is a key factor in the design process. Relating is the integrated component in terms of **scale** and **color** to keep the user in a bright and calm. At the same time the colors of the scale are integrated in a way that the user can gain attention behind or at the centre this is the focal.

The way the colors are diagonally flowing want the user in a certain **direction** into the canvas. With the direction of the arrows is going in the direction of the text. Also, the text, the text is elongated **expressive** going towards.

The typography is **scaled** the largest in height on the page, however, the typography is **integrated** in a way that the text is not the dominant. The typography is also coming from the shadow, it's here in the **Introversion** play attention to.





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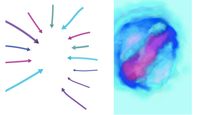

Introversion

Introverts are typically people that are known to be super outgoing and social. Introverts are not shy, but they are more quiet and get drained of energy around and being a part of a bigger group of people. They prefer interactions with many people and having a larger social network. Introverts are also very self and introspective and spending more time indoors more active. They are more concentrated with which going on around them in their surroundings and the outer world in general.

In this poster, I use warmer colors with clouds and typography to show the outer world and what is going on around them. The typography is also in the back giving contrast to show how they express everything they know or take in and to communicate.

Extroverts are people that are known to be outgoing and social. Extroverts are not shy, but they are more quiet and get drained of energy around people. They prefer interactions with many people and having a larger social network. Extroverts are also very self and introspective and spending more time outdoors more active. They are more concentrated with what is going on around them in their surroundings and the outer world in general.

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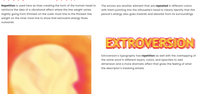
Extroverts are people that are known to be outgoing and social. Extroverts are not shy, but they are more quiet and get drained of energy around people. They prefer interactions with many people and having a larger social network. Extroverts are also very self and introspective and spending more time outdoors more active. They are more concentrated with what is going on around them in their surroundings and the outer world in general.

The arrows are another element that was **scaled** in different colors with them pointing into the silhouetted head to create identity that this persona's strategy also gave towards and deviate from its surroundings.



Extroverts are people that are known to be outgoing and social. Extroverts are not shy, but they are more quiet and get drained of energy around people. They prefer interactions with many people and having a larger social network. Extroverts are also very self and introspective and spending more time outdoors more active. They are more concentrated with what is going on around them in their surroundings and the outer world in general.

Extroversion's typography has **hierarchy** as well with the overlapping of the same words in different colors, colors are opposite to self-dimension and a more dramatic effect that gives the feeling of what the description is hovering around.

Ambiversion

A mixed comes people are neither fully introverts or fully extroverts they could show characteristics from both personality types making them ambiverts. Ambiverts are people that are very self and introspective and the percentage of extroversion versus introversion is people who are in the middle. Are socially comfortable and interactive. People who are ambiverts are also very self and introspective and spending less than introverts.

The poster includes a balance of detailing in energy from surroundings and the outer world. The typography is also in the background to show and such another an element and how they interact with their own thoughts and feelings and those around them.

The typography also has a **hierarchy** but it is not as in a pattern **balance** and balance to match the lucky aesthetic. The **conflict** deals together.

The arrow that deals inside with digital sceneryion brushes creates a line **balance** in a pattern. That artistic quality distinguishes from upon an elements from the other section and yield blended graphics.

Ambivert principles in **Typeographical** is present in the use of the lines to create a balance between the two different sides of the ambivert which contrast the outlines of the head without it being filled in. Post typeographical principles show the relationship between those lines and the typography in the background.

The negative space is presented inside the head and outside it. Typeographical principles show the relationship between those lines is **balanced** and distinguishes different from the other ones.

The typography also has a **balance** but it is not as in a pattern **balance** and balance to match the lucky aesthetic. The **conflict** deals together.

The negative space presented inside the head and outside it. Typeographical principles show the relationship between those lines is **balanced** and distinguishes different from the other ones.

The arrow that deals inside with digital sceneryion brushes creates a line **balance** in a pattern. That artistic quality distinguishes from upon an elements from the other section and yield blended graphics.

Empathy

Empathy is the ability to understand another's feelings and thoughts and to be able to put yourself in their shoes and feel what they feel at that period. They're usually more accurate at understanding a person's emotions and thoughts and much deeper except by seeing. Empathy is a powerful tool to use. It can be used in many situations and in much higher intensity than a regular person. Can empathizing with people.

Empaths are highly sensitive people and get overloaded when they're around a crowd and with a negative environment. Being an empath has great benefits to humanity in being more understanding and having human feelings to the solution.

In this poster, the colors are warm and nurturing to evoke the feelings of empathy. The typography is also in the back and they like to give out their help and sense of empathy.

The **scale** of the head is big taking up most of the page.

The colors create a sense of **harmony** together because of the similar color palette with different hues of purple, lavender, and pink.

The typography's size is also being **scaled** as the entire height of the page and only one of the words is in the **proximity** of the page and **balance** with the other words.

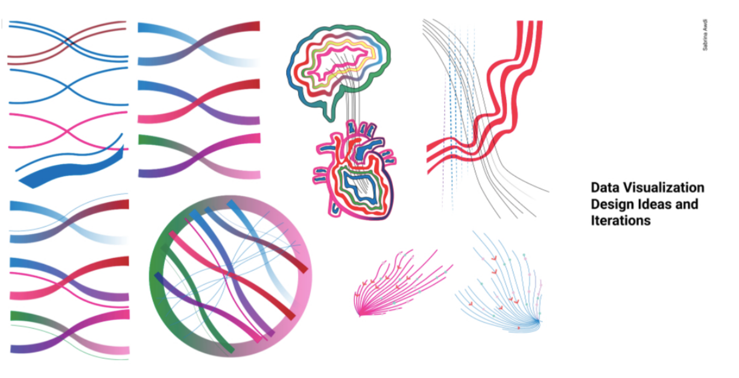
Apart from that, the typography is extremely subtle leaning in with the background because of the low opacity and transition. It's **scale** is used to bring since it has never and characters than the other posters and that's what gives the viewer's attention despite how subtle it is to make.

Beginning Explanation

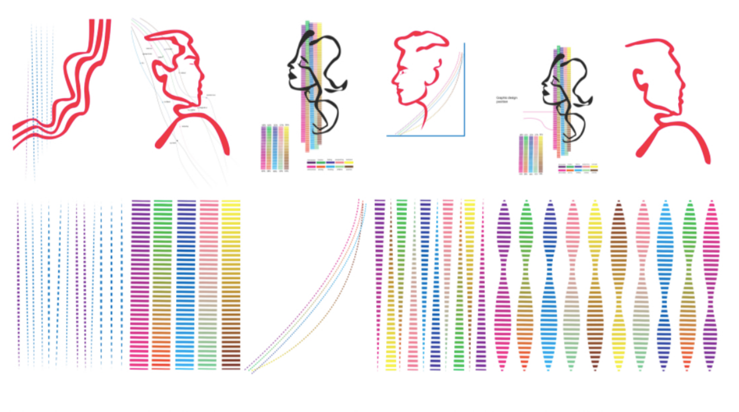
Using the Myers-Briggs test to create a personality type series visualization with a pick, creating. I wanted to create a mesmerizing system that would be a fun way to learn about the personality and what is displayed through a personality type and what the most accurate representation of a person's attributes that let you feel that that's who you are. Which did end up being my final product of visuals. but without any specific data visualization. I wanted to make it fun and easy to learn about the personality types and what they represent. I wanted to make it a personal experience. I am using typefaces of abstract lines to express an interesting visual that compressed as personality for one person and how the colors use the shapes of the heart and circles with lines repeated to emphasize them and create an interesting look.

Review: I did some research for the different aspects of personality and different ways data visualizations could work aesthetically.

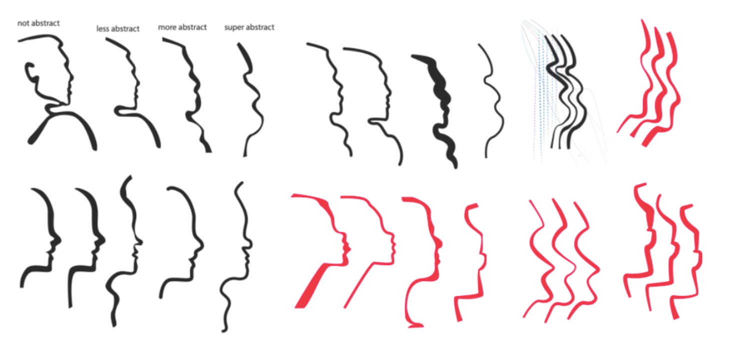
I did different iterations of digital line work with different color combinations.



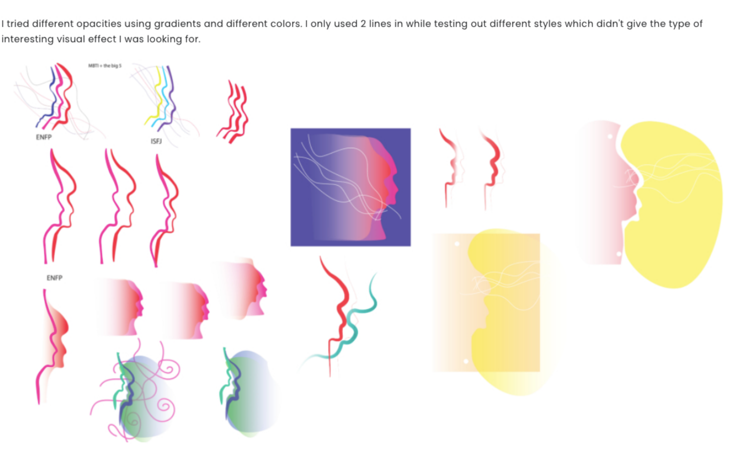
Here I tried more variations of lines with gradients and I started conceptualizing the silhouette.



The first silhouette outlines I sketched out digitally were too concrete and recognizable. I outlined different variations of silhouettes to create abstract ones that worked. The human face is meant to represent to face of a real human who took the personality quiz but in a more abstracted manner.

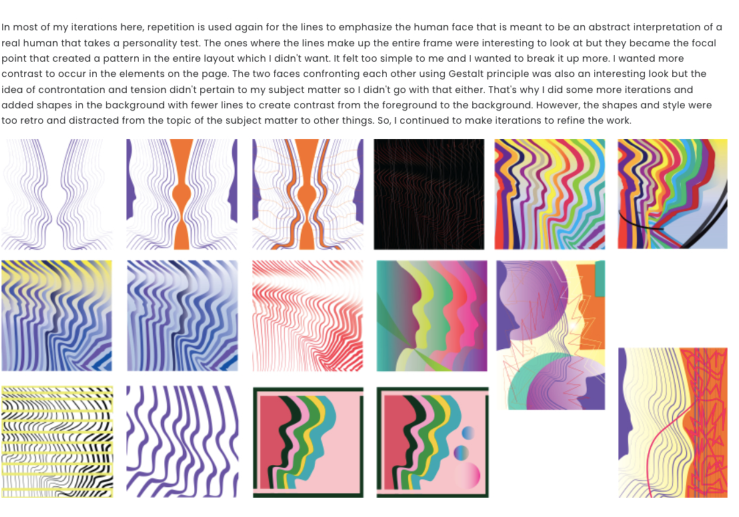


I tried different opacities using gradients and different colors. I only used 2 lines in while testing out different styles which didn't give the type of interesting visual effect I was looking for.

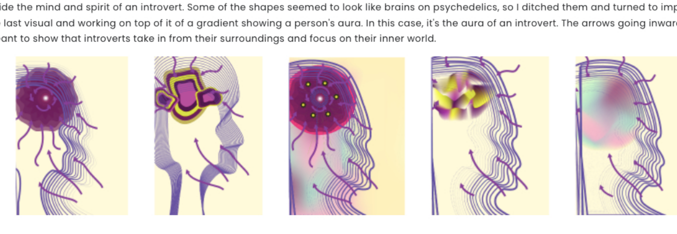


The next step was figuring out the style I wanted and how dramatic I wanted the silhoutte and background to be. I tried out many different styles and while the many lines filling up the entire frame were an interesting look, I wanted there to be vibrant colors that weren't overwhelming and the visual of a person and their aura to still be clear and clean.

In most of my iterations here, repetition is used again for the lines to emphasize the human face that is meant to be an abstract interpretation of a real human that takes a personality test. The ones where the lines make up the entire frame were interesting to look at but they became the focal point that created a pattern in the entire layout which I didn't want. It felt too simple to me and I wanted to break it up more. I wanted more contrast to occur in the elements on the page. The two faces confronting each other using Gestalt principle was also an interesting look but the idea of controntation and tension didn't pertain to my subject matter so I didn't go with that either. That's why I did some more iterations and added shapes in the background with fewer lines to create contrast from the foreground to the background. However, the shapes and style were too retro and distracted from the topic of the subject matter to other things. So, I continued to make iterations to refine the work.



And so, I tried out another approach where the lines show a clearer, less abstract, version of a face with a shapes that convey what's going on inside the mind and spirit of an introvert. Some of the shapes seemed to look like brains on psychedelics, so I ditched them and turned to improving the last visual and working on top of it of a gradient showing a person's aura. In this case, it's the aura of an introvert. The arrows going inward are meant to show that introverts take in from their surroundings and focus on their inner world.



The shape of the silhouette didn't look very appealing as the lines continued outwards, so I finessed it's appearance. Instead of a regular gradient for the aura, I used a watercolor brushes to add a digital artistic appearance to my design. Here are ten different iterations of each personality type that I laid out with different arrows, typography, shape sizes, and aura variations. I used a lot of repetition of lines and arrows. I tried to create contrast between the outside and inside of each personality type poster based off their specific characteristics. I made line weights different for each personality type in the silhouettes going from thickest to thinnest, thinnest to thickest, or thin to thick then thin again to create a vibration of a wave and the illusion of movement. The arrows are also headed in specific directions to lead the eye.

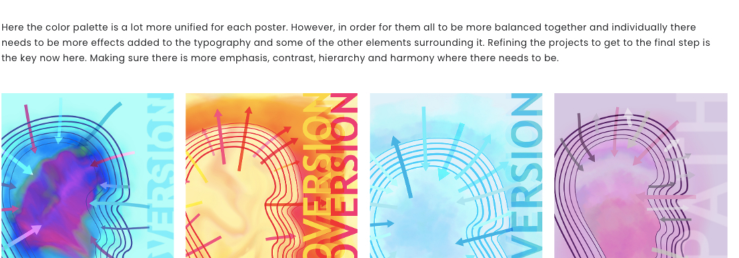
The posters variations were looking too similar and stil needed variety to tell apart the different personalities. So, I went for lots of vibrant and dramatic colors that are supposed to represnt the auras and energies of each type: introversion, extroversion, ambiversion, and empath. I tried more dramatic approaches to the typography as well to see how each poster could work seperately as well as together as a whole. However, the everything still needed work since the auras and colors looked a little muddy and the typography didn't closely represent each personality respectively yet. The top row shows the posters without the arrows and the bottom with them.

Introversion poster has more negative space surrounding it inside and out of it while empath has mainly outside of it and where the lines are. Amvibersion has a bit of negative space inside and some outside. Extroversion is loud on the outside but the eye can relax inside where there's mostly negative space. The colors are very highly contrasting in ambiversion and empath here but not in a pleasant way. Ambiversion is too vibrant and colorful with too much variety in color making it a lot to look at at once. It also feel bolder than extroversion is some aspects. Empath's color palette is dark and not blended well at the aura making it look a little muddy. The hierarchy isn't working well in ambiversion and most of them don't feel unified both individually and as a collection together yet.

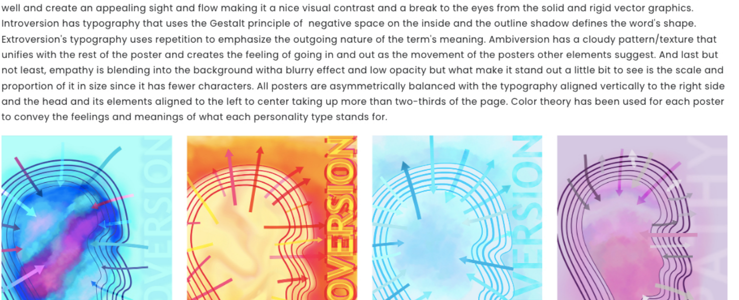
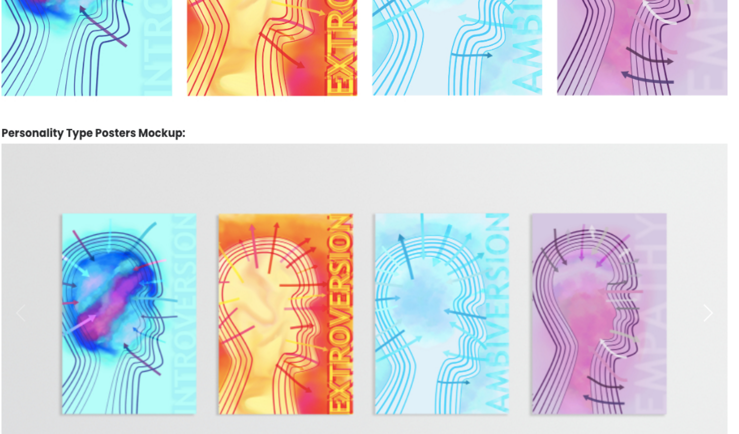
I opted for lighter colors after further working on them for introversion, ambiversion, and empath that worked better with their other components for introversion and empath. Ambiversion's color palette was too vibrant neon-y making it a little much for the viewer to look at all at once and the text wasn't legible so I continued to work on it's color palette. Extroversion is closer here to the final but the typography needs to be more dramatic. In all of them, the auras need to be blended better and with the colors inside them into their backgrounds.

Introversion's typography stands out too much for the subject matter to make sense after making these iterations, so subduing them would help. Ambiversion doesn't have enough visual hierarchy in terms of color yet. There is too myuch visual contrast between the colors and they are hard o the eyes to look at. In extroversion, the aura is the focal point mainly emphasized leaving the typography a little behind. The typography also needs to be amped up and emphasized more to make the visual look more interesting and keep that distinct contrast stronger between the inside of the head that has negative space to the outside space which is filled up. The colors are already a lot more unified and in harmony. Empathy's proportion sizes in relation to the head in the foreground and the background with the typography are still being tested here in terms of how it feels right for each element to be scaled to make it feel unified.

Here the color palette is a lot more unified for each poster. However, in order for them all to be more balanced together and individually there needs to be more effects added to the typography and some of the other elements surrounding it. Refining the projects to get to the final step is the key now here. Making sure there is more emphasis, contrast, hierarchy and harmony where there needs to be.



Final Four Iteration/Solution:
In the final solution, the colors for the auras are blended better inside, in the background, and together with the typography they supposed to evoke the feelings of what each personality types' traits convey. Each poster feels a lot more unified harmoniously individually and together as a collection. The use of repetition in each one emphasizes the visual of the human head that also uses the Gestalt principle of figure/ground with the negative space on the inside and outside of the lines. The different line weights create a vibrational movement going inwards and outwards for each one accordingly. The arrows do the same depending on which directions they're headed. The pattern and textures of the auras are blended well and create an appealing sight and flow making it a nice visual contrast and a break to the eyes from the solid and rigid vector graphics. Introversion has typography that uses the Gestalt principle of negative space on the inside and the outline shadow defines the word's shape. Extroversion's typography uses repetition to emphasize the outgoing nature of the term's meaning. Ambiversion has a cloudy pattern/texture that unifies with the rest of the poster and creates the feeling of going in and out as the movement of the posters other elements suggest. And last but not least, empathy is blending into the background witha blurry effect and low opacity but what make it stand out a little bit to see is the scale and proportion of it in size since it has fewer characters. All posters are asymmetrically balanced with the typography aligned vertically to the right side and the head and its elements aligned to the left to center taking up more than two-thirds of the page. Color theory has been used for each poster to convey the feelings and meanings of what each personality type stands for.



Personality Type Posters Mockup: