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### The Influence of color on purchasing decisions related to product design

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# The Influence of Color on Purchasing Decisions Related to Product Design

**Kate Goguen**

A Thesis submitted to the Faculty of the  
College of Imaging Arts and Sciences  
in candidacy for the degree of  
Master of Fine Arts  
Graduate Graphic Design  
School of Design  
Rochester Institute of Technology

February 20, 2012

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# The Influence of Color on Purchasing Decisions Related to Product Design

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## **Abstract**

Designers, especially students studying to be designers, are not always aware of how important color is to the success of a product. Color choice is paramount and can affect the way consumers react to and ultimately choose whether to purchase a particular product. Their decisions may be based not only on the actual color of the product but also on the colors used in the packaging.

This thesis focuses on the importance of color in design and demonstrates that color must be successfully integrated into the design process to ensure product success. In order to test this thesis, I designed a survey to determine the shopping habits and the influence of color in the choices made by men and women of various age groups. The overall results are expressed in a series of posters which will be beneficial to design students as well as seasoned designers.

Prior to their participation, people who contributed to the thesis survey were unaware how much color affected their shopping and preferences for particular items. In general, survey results indicate that quality is not something that would ever be sacrificed for the perfect color and the item needs to function or fit well in order to be considered for purchase by the consumer. But beyond these considerations, color is a critical factor in choosing products. The posters accompanying this thesis highlight the responses and are of use to designers, particularly students, in understanding how consumers react to color.

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## **Keywords**

Color Palettes and Combinations

Color Psychology

Product Design

Graphic Design

Consumer Preferences

Marketing

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## **Special Thanks**

To my mother, Sharon Goguen, and to my boyfriend, Andrew Bigelow, for their support and encouragement.

I would also like to thank my thesis committee: Nancy Ciolek, Carol Phillip and Josh Owen for their knowledge and guidance.

I would also like to specially thank Bruce Ian Meader for his insight and guidance.

Finally, I would like to thank my high school English teacher, Sharon Romanow, for her assistance in editing my thesis.

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Project Definition

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**Introduction**



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## Introduction

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<b>Situation</b>	This thesis explores color practice and its relationship to product and packaging design and how color combinations can greatly affect the reaction consumers have to a specific product. Even though a product can be well designed it can still meet with little consumer enthusiasm because it has a lifeless or garish color palette. Conversely, irresistible color combinations cannot make up for poorly designed form, ergonomics or functionality. However because the right color usage may easily persuade a consumer to gravitate to the product despite its poor design, color is clearly important to the designer. This thesis demonstrates that if color is missing or poorly applied, the product will be less successful.
<b>Analysis</b>	
<b>Key Questions</b>	<p>Will the consumer want to buy a poorly thought out design based on an irresistible color combination?</p> <p>Will a consumer overlook or reject a well-designed graphic or product based on a poor color combination?</p>
<b>Goal</b>	The goal of this thesis is to show that bad design using good color palettes will appeal more to consumers than great design done in poor color palettes. This will help some designers understand that color is essential to design and may make a consumer gravitate towards a particular product whether designed well or not. Color is truly what sells a product. It is the first thing a consumer notices. We don't live in a black and white world, but in a vibrant, lively atmosphere of expressive colors.

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## **Review of Literature**

**Color: messages and meanings: a Pantone color resource**

**The Information Design Handbook**

**Color Management for Packaging: A Comprehensive Guide for Graphic Designers**

**Colour**

**Packaging Design Successful Product Branding from Concept to Shelf**

**Colour In Industrial Design**

**Symphony of Shades**

**Design Elements A Graphic Style Manual**

**Notes on Color**

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## Review of Literature

### ***Color: messages and meanings: a Pantone color resource***

Eiseman, Leatrice. *Color: messages and meanings: a Pantone color resource*.  
Gloucester, Mass. Cincinnati, Ohio: Hand Books Press  
Distributed by North Light Books, 2006.

Leatrice Eiseman has been a color consultant for many years and is known in the industry as America's color guru. She is the executive of the Pantone Color Institute as well as the founder of the Eiseman Center for Color Information and Training. She has written several books on the subject of color and how it should be implemented when designing for the consumer. She also holds a degree in psychology which has allowed her to have a better understanding of the effects color has on people. This book is broken into several sections based on color families. Each section explains the meaning behind certain colors and how people including the consumer respond to these colors. Each color section has a word association section. This is then divided into eliciting either a positive or negative reaction depending on how the consumer reacts toward a particular color. Eiseman wants the reader to understand that if a color has a negative reaction, it can still be used successfully depending on the context the color is being used in. Her interpretation of the effects of color was useful during the development of my actual application.

### ***The Information Design Handbook***

Visocky O'Grady, Jenn, and Ken Visocky O'Grady, *The Information Design Handbook*.  
Cincinnati, Ohio: HOW Books, 2008.

This book talks about the importance of information design and how its relevancy has grown to be even more significant due to information technology and globalization. People from many cultures and countries are now looking at similar, if not the same, information due in large part to the use of the internet. Basic principles to be followed when designing information graphics so that the message being communicated is clear, concise and easy to follow are presented. One section dedicated to the use of color in information design touches upon color blindness, colored typography and cultural considerations for applying color to a design system. Another section which is dedicated to case studies helped when writing case studies for this thesis. This book was also useful when I designed the application which consists of a series of informational graphic posters.

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## Review of Literature

### ***Color Management for Packaging: A Comprehensive Guide for Graphic Designers***

Drew, John T., and Sarah A. Meyer. *Color Management for Packaging: A Comprehensive Guide for Graphic Designers*. Switzerland: RotoVision Books, 2008

The importance of color in packaging design is explored in this book. Color allows a package to stand apart from other products and is a part of what sells a product. This book explains the color and packaging process through case studies. It's divided into sections: one and two color, three color, four color, and spot color-packaging designs. The book also analyzes the importance of the package finishes, materials, storage display, color management for print, color legibility and color association. One section of the book is dedicated to color and color associations where each color family is broken down into positive and negative associative responses, appetite rating for packaging, and associative taste. This color psychology information is a valuable resource for this thesis and the application.

### ***Colour***

Ambrose, Gavin, and Paul Harris. *Colour*. Lausanne : AVA Publishing SA, [London : Thames & Hudson, distributor], 2005.

This resource details the different kinds of printing systems, ways to use color when printing on special paper, using color layers, tints and overprinting. Basic color terminology is also discussed. Word association as applied to specific colors which may create a specific mood or emotional response is an integral part of this book. Cultural context is stressed since colors in one culture can mean something very different to another culture. Other topics discussed are successful color combinations to help aid in creativity and the use of color as an optical illusion when combining specific colors together. This book provided a basic review of color as a starting point for this thesis.

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## Review of Literature

### ***Packaging Design Successful Product Branding from Concept to Shelf***

Klimchuk, Marianne Rosner, and Sandra A. Krasovec. *Packaging Design Successful Product Branding from Concept to Shelf*. New Jersey: John Wiley & Sons, Inc, 2006.

This book is to be used as a guide for designing packaging. It discusses the history of packaging and pertinent issues like design principles, environmental issues and also has detailed case studies related to successful packaging. One chapter is dedicated to color and how it can be used to communicate. It provides case studies of successful examples of packaging design and discusses color terminology, color psychology, and color associations. This particular section is applicable towards this thesis.

### ***Colour In Industrial Design***

Russell, Dale. *Colour In Industrial Design*.  
London: The Design Council, 1991.

Russell, a consultant for the creative director of the Color Group, has conducted case studies for this book on companies like Pentagram and Jaguar. This enables the reader to see how they have successfully used color application in their products. According to Russell, color tends to be an after thought for most product designers although it is as important as form, function, technology and finance. Color is what sells a product and can make or break its success. Russell discusses the fact that many companies hire freelance color consultants to refresh their product lines in order to boost their sales. The section on people's psychological reactions to color was good information and research pertinent to this thesis topic.

### ***Symphony of Shades***

de Wild, Femke. "Symphony of Shades." *Frame 70* (2009): 188-192.

The subject of the interview in this article, Hella Jongerius, is a color specialist who has worked for companies like Camper Shoes. In the interview she describes how she picks out color palettes. She also discusses the ways color can be used to enrich the design. Because this is an actual detailed analysis by an industrial designer it is pertinent to my research.

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## Review of Literature

### ***Design Elements A Graphic Style Manual***

Samara, Timothy. *Design Elements A Graphic Design Style Manual*  
Beverly, MA: Rockport Publishers, Inc., 2007.

Samara comprehensively discusses color including the concepts of hue, saturation, value and temperature. How color affects the relationships between these concepts and the viewers' perceptions of form and space is also discussed. Color plays an integral part in the hierarchy between different pieces of information and also creates depth and separation of information and ideas. Color can also be used as visual clues to code information based on various elements like headlines and sub headlines. Less color is better because the viewer can become overwhelmed and confused by an abundance of varying colors. The helpful tips on how to utilize color in an effective manner when creating graphics and way finding systems for the viewer were effective and proved valuable when designing the poster series for this thesis project.

### ***Notes on Color***

Panton, Verner. "Notes on Color." *Design DK 4* (1997): 26-48.

Choosing color should be a conscious decision not a gamble according to Pantone. Natural Color System (NCS) is a legitimate color system founded on human color perception. It is based on what is considered to be the six pure primary colors: white, black, yellow, red, blue and green. This system is used world wide by professionals who deal with color on an everyday basis. There are 1,750 standard color samples available. Color can be used to target specific markets. Color can be used to draw in a certain type of consumer, but the same product in a different color can draw in a totally different group of consumers. For example Mercedes uses color to designate their hierarchy of models which reflects a consumer's income. The concepts presented here helped in determining color palettes for the poster series.

Research

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**Study In Color**

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**Case Study Importance**

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**Reef Sandals, A Case Study**

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**Vere Sandals, A Case Study**

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**Nike, A Case Study**

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**Foundation Studies, A Case Study**

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**New Balance, A Case Study**

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**Puma, A Case Study**

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## Study In Color

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### Introduction

Color is all around us and can be found in places you would least expect like the greys of a stormy day and the darkness of the sea depths. Matisse had it right when he stated that "The chief aim of color should be to serve expression as well as possible" (Rossotti 200). This is exactly what a designer should be doing when choosing and executing color on a new design concept. Color is the first thing seen by consumers and can draw consumers in, leading them to make an impulse buy by making them feel euphoric and wanting more.

---

### Psychological & Physiological Effects of Color

Research has been done on color and how it affects the human body. Red has been defined as an exciting color, as well as the color of love and anger. Red is used by many sports companies like Puma and New Balance because red accelerates the heart and promotes movement and activity which is the effect companies want to instill when promoting running shoes. Yellow is a positive, uplifting color which promotes a sense of well being and good digestion. This is a common color used to advertise ginger, chamomile, and lemon flavored teas and teas that advocate mental clarity. Blue is known for its calming effects and can enhance creativity. Deep blue alleviates insomnia by stimulating the pituitary gland which regulates sleep patterns in humans. Therefore, blue is a color commonly used in packaging for night time medications and lavender lotions which enhance or induce sleep.

Because of color's great effect on a person's mood it is also used to heal. Today it is known as color therapy. The concept of using color to heal has been around for centuries and has evolved to enhance people's well being. The Hindu people of India knew it as Ayurvedic Medicine which focuses on seven main Chakras or areas of the body which are defined by specific colors. One must be aware that color is perceived differently by different cultures. For example, yellow in Western culture is a vibrant, happy color, but in Asia it is the color of mourning. The color of foods is also a helpful indicator used by nutritionists when teaching good eating habits to clients. Nutritionists believe that one must eat the rainbow in order to get a well balanced diet with the proper nutrients and minerals from fruits and vegetables. Overall, research demonstrates that color greatly affects us psychologically as well as physically.



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## Study In Color

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### **Color & Marketing**

According to the Color Marketing Group (CMG) color increases brand recognition by up to 80%. It has also been determined that up to 85% of the reasons people may buy something are based on the use of color application. Color consulting companies like CMG, Pantone and Worth Global Style Network (WGSN) conduct in depth research on the trends for the future season and what colors are more likely to enhance sales. The various color consulting companies are made up of a diverse group of color experts from various industries who help determine the future trends and aid companies in finding their own color directions. The research creates better sales by capturing the interest of the consumers through the use of color. Companies that use these color services vary from Kleenex to Cadillac to Proctor & Gamble. Eiseman states that "Color informs, bringing instant comprehension, calling attention, delivering information, creating an identity and explaining the characteristics of a product (or service)" (Eiseman 66).

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### **Shopping Based on Gender & Age**

Studies have shown women tend to be more emotional and deliberate shoppers compared to men who are considered more decisive and efficient. However, heart rates of both men and women have been detected to go up when consumers are confronted with a good sale. This demonstrates that color is an effective manipulative tool that should be seized and used to its full advantage by designers. Eiseman concludes that people in the fifty to sixty age range are the biggest spenders because they are more likely to have an expendable income and teens are also big spenders because they are competing with staying trend relevant amongst their social groups.

According to Eiseman "95% of consumer's decision-making is dictated by the subconscious and approximately 5% is rational" (Eiseman 69). This is why color is so important when creating a brand and selling a product or service. It is what establishes a consumer's first impression, whether positive or negative. My survey corroborates this.

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## Case Study Importance

The case studies conducted are solid examples of the importance of color in design.

I chose to focus on footwear companies because form, function and aesthetics are essential to the development of these products. I was interested in how they used color. The people interviewed for these case studies are current design professionals with up to date information on their companies. The case studies give a good insight into the world of color design and how important an instrument it is to be aware of and utilize.

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## Reef Sandals, A Case Study

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<b>Company</b>	<p>Reef Sandals John Eades, Footwear Designer Reef Sandals San Diego, CA</p>
<b>Brief History</b>	<p>Reef Sandals is an outdoor active wear company based in San Diego, CA and founded in 1984 by two Argentinian brothers. The market is geared towards surfers and beach aficionados. They have mens', womens' and kids' lines of sandals. They are branching out into the mens' and womens' apparel markets as well.</p>
<b>Questions</b>	<p><b>How do you determine what color palette you use?</b> We use color forecasting agencies such as WGSN. The design teams conduct their own research as well in order to determine the trends for the upcoming seasons. They cross reference their research and outcomes with several color forecasting agencies, including WGSN.</p> <p><b>Who does the research and is it out sourced?</b> We do and we also outsource with forecasting agencies.</p> <p><b>Is the palette dependent on the materials used?</b> Yes, because certain colors look better on certain materials. The Pantone color can change depending on the material it is being applied to.</p> <p><b>Does the palette change seasonally or annually?</b> It changes seasonally because the company produces sandals. The main season tends to be spring/summer. Also in July/August there will be additional color ways.</p> <p><b>Is there a core palette?</b> <b>If so why do you chose to use those colors?</b> Yes, there is a core color palette which consists of a dark brown and black. There are also 3-4 in-line browns which change yearly.</p>

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## Reef Sandals, A Case Study

### Reef Sandals Continued

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#### Questions

##### What colors are best sellers?

The black and various brown shades are the best sellers. These neutral colors go with everything and result in good sales.

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#### Summary

When the displays are designed we pick one colorful sandal to have as the display model. This captures and attracts the eye of the consumer and makes them take a second look. The rest of the sandals tend to be neutral colors like browns and black. Men tend to wear the browns and blacks because they go with everything. Women tend to buy several pairs at a time, one black that goes with everything, as well as a colorful pair. The female market is more likely to buy a colorful pair of sandals over the male population.

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## Vere Sandals, A Case Study

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**Company**

Vere Sandals  
John Eades, Co-Founder and Footwear Designer  
Geneva, NY

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**Brief History**

Vere Sandals is a new company launching their first line this spring. The company is concerned with sustainable practices and the sandals are also manufactured in the United States.

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**Questions**

**How do you determine what color palette you use?**

**Who does the research and is it out sourced?**

We use no color forecasting as of now. We determine the colors amongst ourselves and create several color combinations. Of our 12 sandal styles that are non leather we only have 4 styles that are not brown or black.

Again, for our displays we will have a similar approach to Reef Sandals in that we will display a colorful color combination as the display model. This will draw the consumer in and in the end they most likely will decide on a more neutral color combination like black or brown.

---

**Summary**

This is a new start up business so there is no forecasting and only several styles and colorways. It has just launched for this spring/summer season. That is why most of the information gathered for this case study is from Reef Sandals, John's former employer.

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## Nike, A Case Study

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<b>Company</b>	<b>Nike</b> <b>Nate VanHook, Footwear Designer</b> <b>Beaverton, OR</b>
<b>Brief History</b>	Nike was founded in 1972 and produces footwear as well as apparel, swim and various accessory lines.
<b>Questions</b>	<p><b>How does Nike determine what color palette to use for a given season?</b></p> <p>An extensive process that combines global field research with business needs and trend research.</p> <p><b>Who does the research for the color palettes and is it outsourced?</b></p> <p>No, it is not outsourced. The Nike Color Team is in charge of creating color palettes. The Color Team involves color designers from all sports teams who collaborate to create a cohesive palette for the season.</p> <p><b>Do color departments from every office have influence on the colors picked?</b></p> <p>Absolutely.</p> <p><b>Does it depend on the materials used?</b></p> <p>Material and color cannot be separated. It is always kept in mind.</p> <p><b>Is the seasonal palette also a global palette or does each office have their own seasonal palette?</b></p> <p>The seasonal palette is a global palette.</p> <p><b>Does Nike work with a core color palette as well?</b></p> <p><b>If so, why are these specific colors picked?</b></p> <p>Yes, these are long term business drivers that are grounded in sport. A good example of this are sports teams and their specific team colors like the Chicago Bulls' red.</p> <p><b>What colors tend to be best sellers?</b></p> <p>Red, blue, black, silver are our best selling colors.</p>
<b>Summary</b>	Color as well as material research is an extensive part of Nike's design process. The two go hand in hand when it comes to design. Color is definitely not viewed as an after thought but something integral to their design process.

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## Foundation Studies, A Case Study

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**Company** Gina Ferrari  
Foundations Professor  
College of Imaging Arts and Sciences, RIT  
Henrietta, NY

**Brief Biography** Gina is a 2-D foundations professor in the College of Imaging Arts and Sciences here at Rochester Institute of Technology. She gives her first year students an interesting color assignment which forces them to think outside the box.

**Questions** **What does the color assignment consist of?**  
Students choose a multiple of colors from which they create two palettes. A palette that is pleasing to the student and one that utilizes colors that are displeasing to the student's senses. Students tend to pick high intensity colors. This assignment is done before students are introduced to the basic elements of the color wheel.

**What is the philosophy behind the project?**

This exercise allows students to become more conscious of why they are choosing the colors they tend to gravitate towards. This allows them to think about what they naturally accept when compared to what they dismiss as a nice color.

**What do you hope the students learn from this type of assignment?**

For the students to take the time to contemplate and really look at the colors they choose when applying it to their future work.

**Summary** Professor Ferrari is trying to teach her students to utilize color in a meaningful manner instead of mindlessly choosing colors that tend to be high intensity and attention-getting. This process holds merit in that it can teach future designers to curb their color lust and to have a real decision and an objective behind the colors utilized for future designs.

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## New Balance, A Case Study

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<b>Company</b>	<p>New Balance Athletic Shoe Inc. Suzanne Piubeni, Materials Developer Lawrence, MA</p>
<b>Brief History</b>	<p>New Balance was founded in the 1900's as an arch support company and in the 1970's it evolved into a shoe manufacturing company. Today they also design apparel and accessories.</p>
<b>Questions</b>	<p><b>How does NB determine what color palette to use for a given season?</b> There isn't a color group at NB. Instead the designers from apparel get together with the material developers to determine the palette. This includes about 60 colors.</p> <p><b>Who does the research for the color palettes and is it outsourced?</b> No, we do not outsource it is all done in house.</p> <p><b>Does it depend on the materials used?</b> No, not in the first stage, but once the palette is determined, specific colors change based on the materials it is applied to, like leathers versus a woven textile.</p> <p><b>Is the seasonal palette also a global palette or does each office have their own seasonal palette?</b> The seasonal palette is a global palette.</p> <p><b>Does NB work with a core color palette as well?</b> <b>If so, why are these specific colors picked?</b> Yes, the core palette is much smaller than Puma's. There are only about 20 colors. These colors are based on previous sales, what were the best sellers.</p> <p><b>What colors tend to be best sellers?</b> NB grey, black, white and navy.</p>
<b>Summary</b>	<p>New Balance's use of color is a bit more tentative when compared to companies like Puma and Nike. This may be due to the fact they do not have a designated color design team but rely on other design areas like materials and apparel to make these strategic decisions which are based on trends as well as statistics.</p>



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## Puma, A Case Study

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<b>Company</b>	<p>Puma North America Suzanne Piubeni, Senior Color Designer Boston, MA</p>
<b>Brief History</b>	<p>Puma, founded in 1948 by Rudolf Dassler, specialized in footwear. Today Puma also designs apparel and accessories.</p>
<b>Questions</b>	<p><b>How does Puma determine what color palette to use for a given season?</b> Color designers look at the trend information from companies like Promostyl, Peclers and WGSN. After this takes place the creative director narrows down the color palette.</p> <p><b>Who does the research for the color palettes and is it outsourced?</b> It is not outsourced. The color designers and the creative director do the research. The color designers give their input at the start of creating a new color palette.</p> <p><b>Does it depend on the materials used?</b> No, not in the first stage, but once the palette is determined specific colors change based on the materials it is applied to, like leathers versus a woven textile.</p> <p><b>Is the seasonal palette also a global palette or does each office have their own seasonal palette?</b> The seasonal palette is a global palette especially for footwear. The apparel department shares certain palettes.</p> <p><b>Does Puma work with a core color palette as well?</b> <b>If so, why are these specific colors picked?</b> Yes, Puma has a core color palette. Puma red and metallic as well as neutral colors like grey, blues and white. The core palette is about 45 colors, but each team has their own core colors like the Ferrari Collection and Team Sports. The palette is more historical, what colors were used traditionally for that style.</p> <p><b>What colors tend to be best sellers?</b> Black, white, and grey.</p>
<b>Summary</b>	<p>Puma's use of color is integral to the design process in similar respects to Nike's color philosophy. The historical use of color is very important to their design process which is visible in that each team has their own core color palettes that define them historically.</p>

Survey Implementation

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**Survey Development**

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**Original Hardcopy Survey Document**

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**Survey Monkey Document**

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**Survey Summary Analysis**

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## Survey Development

I created a survey using Survey Monkey and distributed it through the Facebook accounts of family and friends, by e-mail and in class surveys. The survey included both male and female subjects who ranged from 18 to 80. The demographic was people living in the United States although some responses may be from international students who are now living in the United States. I used the data from Survey Monkey to establish precise statistical percentages.

Questions were designed to determine how consumers shop and how color effects their decisions. Twenty-one multiple choice questions were devised with the last question open ended for respondent comments. Information regarding gender, age, occupation and shopping habits was asked to define specific groups of people. I chose to focus on age and gender in developing the posters for this thesis. Overall the survey addresses how consumers view color when it comes to design. The questions were devised to aid in proving or disproving the goal of this thesis. Will they spend more or buy more based on a successful color palette or will distracting colors deter them from buying a well designed product? The questions are based on products purchased by every age group involved in this study.

Each question's results were analyzed in detail and pertinent information was extracted for easy comprehension and further development of the future thesis application. In examining the results of the survey I focused on eight questions that were most pertinent to my thesis.

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## Original Hardcopy Survey Document

Page 1 of 2

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### The Effect Color Has On Purchasing Decisions

I am pursuing my masters degree in Graphic Design at Rochester Institute of Technology.  
I am writing my graduate thesis on the effects color has on purchasing decisions.  
I would appreciate you taking this survey. Thank you for your help.

The following questions are to be answered based on your personal preferences towards color when making purchasing decisions.

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#### Demographic Questions

Sex:  Male  Female

Age:  15-17  18-22  23-30  31-40  
 41-50  51-65  Above 65

Occupation: \_\_\_\_\_

How do you shop:  Shop for pleasure  Shop for both pleasure and necessity  
 Shop for need and necessity only

---

#### General Color Purchasing Questions

Do you consider the color of items when making a purchasing decision?  
 Yes  No  Sometimes

Do you consider the color of an item more so for a larger purchase such as an appliance or automobile rather than smaller ticket items?  
 Yes  No  Sometimes

Do you consider color for smaller ticket items such as a notebook or pen?  
 Yes  No  Sometimes

Does color play a role when purchasing items for your home such as bath mats, shower curtains and bed sheets?  
 Yes  No  Sometimes

Does color play an important role when purchasing clothing and footwear?  
 Yes  No  Sometimes

Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?  
 Yes  No  Sometimes

Would you sacrifice quality for the perfect color?  
 Yes  No  Sometimes

---

## Original Hardcopy Survey Document

Page 2 of 2

### Clothing & Footwear Related Questions

Would you buy clothing/footwear that did not fit properly or was uncomfortable if it was the perfect color?  Yes  No  Sometimes

Would you buy clothing/footwear that you did not need if it was the perfect color?  Yes  No  Sometimes

Would you buy clothing/footwear you could not afford if it came in an amazing color or color combination?  Yes  No  Sometimes

Would you buy clothing/footwear you did not particularly like if it was the perfect color?  Yes  No  Sometimes

Would you spend too much money on clothing/footwear even if you could afford it, if it was the perfect color but overpriced?  Yes  No  Sometimes

Would you buy more than one of something if it came in several nice colors even if you did not need them?  Yes  No  Sometimes

Would you buy clothing/footwear that was comfortable or fit well even if it came in a very unappealing color or color combination?  Yes  No  Sometimes



Would buy an item or specific brand you loved even if the colors were not to your taste?  Yes  No  Sometimes







Would you pass up an excellent bargain based on an unappealing color palette?  Yes  No  Sometimes

# Survey Monkey Document

All 200 Replies: Page 1 of 7

## The Effect Color Has On Purchasing Decisions




1. Sex:			Response Percent	Response Count
Male			31.0%	62
Female			69.0%	138
			<b>answered question</b>	<b>200</b>
			<b>skipped question</b>	<b>0</b>




2. Age:			Response Percent	Response Count
Under 15			0.0%	0
15-17			0.0%	0
18-22			12.5%	25
23-30			14.0%	28
31-40			6.0%	12
41-50			15.0%	30
51-65			46.0%	92
Above 65			6.5%	13
			<b>answered question</b>	<b>200</b>
			<b>skipped question</b>	<b>0</b>

## Survey Monkey Document

All 200 Replies: Page 2 of 7




3. Occupation:		Response Count
		200
answered question		200
skipped question		0




4. How do you shop:		Response Percent	Response Count
Shop for pleasure		0.5%	1
Shop for necessity		29.0%	58
Shop for both pleasure and necessity		70.5%	141
answered question			200
skipped question			0



5. Do you consider the color of items when making a purchasing decision?		Response Percent	Response Count
Yes		76.9%	153
No		0.5%	1
Sometimes		22.6%	45
answered question			199
skipped question			1

## Survey Monkey Document

All 200 Replies: Page 3 of 7

6. Do you consider the color of an item more so for a larger purchase such as an appliance or automobile rather than smaller ticket items?			
		Response Percent	Response Count
Yes		42.7%	85
No		32.7%	65
Sometimes		24.6%	49
answered question			199
skipped question			1




7. Do you consider color for smaller ticket items such as a notebook or pen?			
		Response Percent	Response Count
Yes		58.8%	117
No		17.6%	35
Sometimes		23.6%	47
answered question			199
skipped question			1




8. Does color play a role when purchasing items for your home such as bath mats, shower curtains and bed sheets?			
		Response Percent	Response Count
Yes		96.0%	191
No		0.0%	0
Sometimes		4.0%	8
answered question			199
skipped question			1






## Survey Monkey Document

All 200 Replies: Page 4 of 7




9. Does color play an important role when purchasing clothing and footwear?			
		Response Percent	Response Count
Yes		94.0%	187
No		0.5%	1
Sometimes		5.5%	11
answered question			199
skipped question			1




10. Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?			
		Response Percent	Response Count
Yes		68.8%	137
No		8.5%	17
Sometimes		22.6%	45
answered question			199
skipped question			1


11. Would you sacrifice quality for the perfect color?			
		Response Percent	Response Count
Yes		10.1%	20
No		55.3%	110
Sometimes		34.7%	69
answered question			199
skipped question			1

## Survey Monkey Document

All 200 Replies: Page 5 of 7




12. Would you buy clothing/footwear that did not fit properly or was uncomfortable if it was the perfect color?			
		Response Percent	Response Count
Yes		5.1%	10
<b>No</b>		<b>88.3%</b>	<b>174</b>
Sometimes		6.6%	13
answered question			197
skipped question			3




13. Would you buy clothing/footwear that you did not need if it was the perfect color?			
		Response Percent	Response Count
Yes		26.9%	53
<b>No</b>		<b>43.1%</b>	<b>85</b>
Sometimes		29.9%	59
answered question			197
skipped question			3




14. Would you buy clothing/footwear you could not afford if it came in an amazing color or color combination?			
		Response Percent	Response Count
Yes		10.2%	20
<b>No</b>		<b>71.6%</b>	<b>141</b>
Sometimes		18.3%	36
answered question			197
skipped question			3

## Survey Monkey Document

All 200 Replies: Page 6 of 7




15. Would you buy clothing/footwear you did not particularly like if it was the perfect color?			
		Response Percent	Response Count
Yes		3.6%	7
<b>No</b>		<b>82.7%</b>	<b>163</b>
Sometimes		13.7%	27
<b>answered question</b>			<b>197</b>
<b>skipped question</b>			<b>3</b>




16. Would you spend too much money on clothing/footwear even if you could afford it, if it was the perfect color but overpriced?			
		Response Percent	Response Count
Yes		20.3%	40
<b>No</b>		<b>49.7%</b>	<b>98</b>
Sometimes		29.9%	59
<b>answered question</b>			<b>197</b>
<b>skipped question</b>			<b>3</b>




17. Would you buy more than one of something if it came in several nice colors even if you did not need them?			
		Response Percent	Response Count
Yes		30.5%	60
<b>No</b>		<b>37.6%</b>	<b>74</b>
Sometimes		32.0%	63
<b>answered question</b>			<b>197</b>
<b>skipped question</b>			<b>3</b>

## Survey Monkey Document

All 200 Replies: Page 7 of 7

18. Would you buy clothing/footwear that was comfortable or fit well even if it came in a very unappealing color or color combination?			
		Response Percent	Response Count
Yes		5.6%	11
<b>No</b>		<b>65.5%</b>	<b>129</b>
Sometimes		28.9%	57
<b>answered question</b>			<b>197</b>
<b>skipped question</b>			<b>3</b>

19. Would buy an item or specific brand you loved even if the colors were not to your taste?			
		Response Percent	Response Count
Yes		8.6%	17
<b>No</b>		<b>60.4%</b>	<b>119</b>
Sometimes		31.0%	61
<b>answered question</b>			<b>197</b>
<b>skipped question</b>			<b>3</b>

20. Would you pass up an excellent bargain based on an unappealing color palette?			
		Response Percent	Response Count
Yes		<b>58.9%</b>	<b>116</b>
No		13.2%	26
Sometimes		27.9%	55
<b>answered question</b>			<b>197</b>
<b>skipped question</b>			<b>3</b>

---

## Survey Summary Analysis

---

---

### Question 4 *How do you shop?*

---

#### Age Analysis

#### **Majority YES for both pleasure and necessity**

- Medium percentage for shopping for necessity only
- Very small percentage of 18-22 age group who shop only for pleasure

---

#### Gender Analysis

#### **Males and females shop for both pleasure and necessity**

- Medium percentage for both genders who shop for necessity only
- Very small percentage of males shop for pleasure only.  
(Interesting note: one would think more females would shop for pleasure only.)

---

### Question 5 *Do you consider the color of items when making a purchasing decision?*

---

#### Age Analysis

#### **Majority YES for ALL age groups**

- Small percentage for SOMETIMES for ALL age groups
- Very small percentage for NO (ONLY for the 51-65 age group)

---

#### Gender Analysis

#### **Majority YES for BOTH genders**

- Small percentage for SOMETIMES
- Very small percentage for NO (ONLY for the female gender)

---

## Survey Summary Analysis

---

**Question 6**      ***Do you consider the color of an item more so for a larger purchase such as an appliance or automobile rather than smaller ticket items?***

---

Age Analysis      **Mixed answers for this question**

- Younger generation cares
- YES for the 18-22, 23-30, 31-40, 65 and up age groups  
65 and up are more able to spend their money freely:  
no kids at home or in college  
and they tend to be retired
- Middle Age NO for the 41-50, 51-65 age groups  
They could be more money conscience:  
children in college, saving for retirement
- Mixed percentage for NO and SOMETIMES

---

Gender Analysis      **Majority YES for BOTH genders**

- NO is the second most popular percentage
- Small percentage for SOMETIMES for BOTH gender

---

**Question 7**      ***Do you consider color for smaller ticket items such as a notebook or pen?***

---

Age Analysis      **Majority YES for ALL age groups**

- Small percentage for SOMETIMES (except 31-40 ages)
- Small percentage No in ALL ages

---

Gender Analysis      **Majority YES for both genders**

- SOMETIMES is the next popular percentage for females
- NO is the next popular percentage for males  
(Interesting note: men are less likely to care what color a pen is.)

---

## Survey Summary Analysis

---

**Question 8**      ***Does color play a role when purchasing items for your home such as bath mats, shower curtains and bed sheets?***

---

Age Analysis      **Majority YES for ALL age groups (100% for 23-30, 31-40, 65 & Up)**

- Very small percentage for SOMETIMES in the 18-22, 41-50, 51-65

---

Gender Analysis      **Majority YES for BOTH genders**

- Very small percentage for SOMETIMES for BOTH genders

---

**Question 9**      ***Does color play an important role when purchasing clothing and footwear?***

---

Age Analysis      **Majority YES for ALL age groups**

- Small percentage for SOMETIMES (except 65 & Up age group)
- Very small percentage for NO for the 51-65 age group

---

Gender Analysis      **Majority YES for BOTH genders**

- Small percentage for SOMETIMES for BOTH genders
- Very small percentage NO for males only

---

**Question 10**      ***Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?***

---

Age Analysis      **Majority YES for ALL age groups (31-40 age group 100%)**

- Small percentage for SOMETIMES.  
(Tie between YES and SOMETIMES for the 18-22 age group)
- Small percentage for NO (None in the 31-40 age group)

---

Gender Analysis      **Majority YES for BOTH genders**

- Smaller percentage for both SOMETIMES and NO

---

## Survey Summary Analysis

---

---

**Question 11**      ***Would you sacrifice quality for the perfect color?***

---

Age Analysis

**Strong NO for MOST age groups  
(except 23-30= SOMETIMES)**

- Mixed percentage for SOMETIMES and YES for ALL age groups
- SOMETIMES is a slightly higher percentage over YES

---

Gender Analysis

**Majority NO for BOTH genders**

- SOMETIMES is the next popular percentage
- Small percentage for YES

---

**Question 12**      ***Would you buy clothing/footwear that did not fit properly  
or was uncomfortable if it was the perfect color?***

---

Age Analysis

**Majority No for ALL age groups (65 and up 100%)**

- Small mixed percentage for SOMETIMES and YES  
(except for 65 and up age group)

---

Gender Analysis

**Majority NO for BOTH genders**

- Small percentage for SOMETIMES and YES in both genders

---

**Question 13**      ***Would you buy clothing/footwear that you did not need  
if it was the perfect color?***

---

Age Analysis

**Strong NO for MOST age groups**

- SOMETIMES for the 18-22 age group  
(Tie between the NO and SOMETIMES for the 65 and up age group)
- Mix for YES in ALL age groups

---

Gender Analysis

**Different response based on genders**

- SOMETIMES for the female gender
- NO for the male gender



---

## Survey Summary Analysis

---

**Question 14**      ***Would you buy clothing/footwear you could not afford if it came in an amazing color or color combination?***

---

Age Analysis      **Majority NO for ALL age groups**

- Mixed percentage for Yes and SOMETIMES (except No YES for 65 and up age group)

---

Gender Analysis      **Majority NO for BOTH genders**

- Next popular percentage for SOMETIMES for BOTH genders
- Very small percentage for YES
- Higher percentage for females. They are willing to spend money on something they can not afford.

---

**Question 15**      ***Would you buy clothing/footwear you did not particularly like if it was the perfect color?***

---

Age Analysis      **Majority NO for ALL age groups**

- No YES for the 18-22, 41-50, 65 and Up age groups
- Small percentage for SOMETIMES for ALL age groups

---

Gender Analysis      **Majority NO for BOTH genders**

- Small mixed percentage for YES and SOMETIMES

---

**Question 16**      ***Would you spend too much money on clothing/footwear even if you could afford it, if it was the perfect color but overpriced?***

---

Age Analysis      **Most said NO**  
**(except for the 31-40 age group)**

- Mixed percentage for YES and SOMETIMES for ALL age groups

---

Gender Analysis      **Majority NO for BOTH genders**

- Greater percentage of NO for males
- Greater percentage of NO for males
- Mixed percentage for YES and SOMETIMES for both genders

---

## Survey Summary Analysis

---

**Question 17**      ***Would you buy more than one of something if it came in several nice colors even if you did not need them?***

---

Age Analysis      **Mixed answers for this question**

- 18-22 SOMETIMES
- 23-30 and 31-40 YES
- 41-50, 51-65 and 65 and up NO
- Younger generation is more likely to do this than the older generations

---

Gender Analysis      **Different response based on genders**

- Female YES more likely too
- Male NO
- Mix for SOMETIMES for both genders

---

**Question 18**      ***Would you buy clothing/footwear that was comfortable or fit well even if it came in a very unappealing color or color combination?***

---

Age Analysis      **Majority NO from ALL age groups**

- Small percentage for SOMETIMES (except for the 31-40 age group)
- Very small percentage for YES (except for the 65 and up age group)

---

Gender Analysis      **Majority NO for BOTH genders**

- Small percentage for SOMETIMES for both genders
- Very small percentage for YES for both genders

---

## Survey Summary Analysis

---

**Question 19**      ***Would you buy an item or specific brand you loved even if the colors were not to your taste?***

---

- Age Analysis      **Strong NO for MOST of the age groups**  
**(except for the 18-22 age group= SOMETIMES)**
- SOMETIMES was the second most popular answer (except for the 31-40 age group)
  - Very small percentage for YES in ALL age groups
- 

- Gender Analysis      **Majority No for BOTH genders**
- SOMETIMES is the next popular percentage
  - Small percentage for YES
- 

**Question 20**      ***Would you pass up an excellent bargain based on an unappealing color palette?***

---

- Age Analysis      **Majority YES for ALL age groups**
- Next popular percentage SOMETIMES for ALL age groups
  - Small percentage for NO for all age groups
- 

- Gender Analysis      **Majority YES for BOTH genders**
- Next popular percentage for SOMETIMES for both genders
  - Small percentage of NO for both genders

Application Process

43

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**Thesis Application**

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**Examination of Data**

---

**Design Parameters**

---

## Thesis Application

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**Target Audience** Design students in graphic and industrial design disciplines.

---

**Application for  
Poster Series** Ideally this poster series would be promoted by a color organization like Pantone, HKS Color System, Toyo Color or even color trend consultants like Worth Global Style Network (WGSN), COLOURlovers and Color Marketing Group (CMG).

Posters are the vehicle with which the research, data and analysis will be presented to the designers. These posters are meant to be used as an aid as they contain pertinent information that will be useful to the designers of graphics, packaging, products and so on.

The posters will be divided by Age Analysis and Gender Analysis. These two variables are important to acknowledge when designing for the consumer because they will greatly affect the appeal of the product. Eight questions from the survey were chosen for the poster series.

---

## Examination of Data

---

**Analysis Part I** The poster series utilizes the data and analysis that was gathered through the implementation of the survey conducted during Winter Quarter. The poster series highlights the main hypothesis:

*This thesis will demonstrate that if color is missing or poorly applied the product will be less successful.*

These particular survey results support this statement:

---

**Question 10** *Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?*

---

Age Analysis **Majority YES for ALL age groups (31-40 age group 100%)**

- Small percentage for SOMETIMES.
  - (Tie between YES and SOMETIMES for the 18-22 age group)
  - Small percentage for NO (None in the 31-40 age group)
- 

Gender Analysis **Majority YES for BOTH genders**

- Smaller percentage for both SOMETIMES and NO
- 

---

**Question 12** *Would you buy clothing/footwear that did not fit properly or was uncomfortable if it was the perfect color?*

---

Age Analysis **Majority No for ALL age groups. (65 and up 100%)**

- Small mixed percentage for SOMETIMES and YES (except for 65 and up age group)
- 

Gender Analysis **Majority NO for BOTH genders**

- Small percentage for SOMETIMES and YES in both genders

---

## Examination of Data

---

**Analysis Part I**     *This thesis will demonstrate that if color is missing or poorly applied*  
**Continued**             *the product will be less successful.*

These particular survey results support this statement:

---

**Question 18**     ***Would you buy clothing/footwear that was comfortable or fit well even if it came in a very unappealing color or color combination?***

---

Age Analysis     **Majority NO from ALL age groups**

- Small percentage for SOMETIMES (except for the 31-40 age group)
- Very small percentage for YES (except for the 65 and up age group)

---

Gender Analysis     **Majority NO for BOTH genders**

- Small percentage for SOMETIMES for both genders
- Very small percentage for YES for both genders

---

---

**Question 19**     ***Would you buy an item or specific brand you loved even if the colors were not to your taste?***

---

Age Analysis     **Strong NO for MOST of the age groups**  
**(except for the 18-22 age group= SOMETIMES)**

- SOMETIMES was the second most popular answer (except for the 31-40 age group)
- Very small percentage for YES in ALL age groups

---

Gender Analysis     **Majority No for BOTH genders**

- SOMETIMES is the next popular percentage
- Small percentage for YES

---

## Examination of Data

---

**Analysis Part II** *This thesis will also explore the juxtaposition of good design with poor color palettes when compared to bad design done in good color palettes and how the consumer reacts to this use of color and design as a whole.*

Bad design means the functionality, ergonomics and comfort aren't correct for the consumer's body.

*It will also explore the juxtaposition of good design with poor color palettes when compared to bad design done in good color palettes*

These particular survey results support this statement:

---

**Question 10** ***Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?***

---

Age Analysis **Majority YES for ALL age groups (31-40 100%)**

- Small percentage for SOMETIMES.  
(Tie between YES and SOMETIMES for the 18-22 age group)
- Small percentage for NO (None in the 31-40 age group)

---

Gender Analysis **Majority YES for BOTH genders**

- Smaller percentage for both SOMETIMES and NO

---

---

**Question 18** ***Would you buy clothing/footwear that was comfortable or fit well even if it came in a very unappealing color or color combination?***

---

Age Analysis **Majority NO from ALL age groups**

- Small percentage for SOMETIMES (except for the 31-40 age group)
- Very small percentage for YES (except for the 65 and up age group)

---

Gender Analysis **Majority NO for BOTH genders**

- Small percentage for SOMETIMES for both genders
- Very small percentage for YES for both genders



---

## Examination of Data

---

**Analysis Part II** *This thesis also explores the juxtaposition of good design with poor color palettes*  
**Continued** *when compared to bad design done in good color palettes.*

These particular survey results support this statement:

---

**Question 19** ***Would you buy an item or specific brand you loved  
even if the colors were not to your taste?***

---

Age Analysis      **Strong NO for MOST of the age groups  
(except for the 18-22 age group= SOMETIMES)**

- SOMETIMES was the second most popular answer  
(except for the 31-40 age group)
- Very small percentage for YES in ALL age groups

---

Gender Analysis      **Majority No for BOTH genders**

- SOMETIMES is the next popular percentage
- Small percentage for YES

---

## Examination of Data

---

**Analysis Part III** *This thesis also addresses how the consumer reacts to the use of color and design as a whole.*

These particular survey results support this statement:

---

**Question 11** *Would you sacrifice quality for the perfect color?*

---

Age Analysis

**Strong NO for MOST age groups  
(except 23-30= SOMETIMES)**

- Mixed percentage for SOMETIMES and YES for ALL age groups
- SOMETIMES is a slightly higher percentage over YES

---

Gender Analysis

**Majority NO for BOTH genders**

- SOMETIMES is the next popular percentage
- Small percentage for YES

---

**Question 12** *Would you buy clothing/footwear that did not fit properly or was uncomfortable if it was the perfect color?*

---

Age Analysis

**Majority No for ALL age groups. (65 and up 100%)**

- Small mixed percentage for SOMETIMES and YES  
(except for 65 and up age group)

---

Gender Analysis

**Majority NO for BOTH genders**

- Small percentage for SOMETIMES and YES in both genders

---

## Design Parameters

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**Dimensions** 8 posters  
Each 23x35 inches

**Typeface** Helvetica Neue:  

- Light
- Light Italic
- Bold

**Point Size**

- Main Header: 150 pt
- Sub Header: 60 pt
- Tertiary Header: 36-20 pt
- Body Copy: 11-18 pt

Each poster will have its own title  
but it will consist of two parts:

- Main Header
- Sub Header

**Grid Structure** The main heading will be located along the left side contained in a large colorful rule.  
Poster will be divided by Age Analysis and Gender Analysis.

**Imagery** Illustrator Shapes:  

- Circles which signify Age Analysis Charts
- Squares which signify Gender Analysis Charts

**Color Coding** Color coding for the three type of answers:  

- Yes
- No
- Sometimes

---

## Design Parameters: Poster 1

---

**Title of Poster**     ***Color Prevails***  
***When It Comes to Purchase Decisions***

---

Other Concepts     • Color Consideration  
for Main Header     • Consider Color  
                               • Color Contender  
                               • Color Triumphs

---

Other Concepts     • Color Consideration and Purchase Decision  
for Sub Header     • The Consideration of Color When Making a Purchase Decision

---

**Question 5**     ***Do you consider the color of items when making a purchasing decision?***

---

Age Analysis     **Majority YES for ALL age groups**  
                               • Small percentage for SOMETIMES for ALL age groups  
                               • Very small percentage for NO (ONLY for the 51-65 age group)

---

Gender Analysis     **Majority YES for BOTH genders**  
                               • Small percentage for SOMETIMES  
                               • Very small percentage for NO (ONLY for the female gender)

---

## Design Parameters: Poster 2

---

**Title of Poster**     ***Color Deprives Consumer  
Affects of Unappealing Color Palettes***

---

Other Concepts     • Consumer Needs  
for Main Header     • Color Deprives

---

Other Concepts     • Unappealing Color Palette Affects Consumer Purchase of Necessary Items  
for Sub Header     • Unappealing Color Palette Trumps Need  
                              • Unappealing Colors Vs Need  
                              • Unappealing Colors Outrank Need  
                              • Unappealing Colors Outrank Necessity  
                              • Unappealing Colors Dominate  
                              • Unappealing Color Negatively Affects Need

---

**Question 10**     ***Would you ever consider not making a purchase based on  
an unappealing color palette even if it was something you needed?***

---

Age Analysis     **Majority YES for ALL age groups (31-40 100%)**  
                              • Small percentage for SOMETIMES.  
                                  (Tie between YES and SOMETIMES for the 18-22 age group)  
                              • Small percentage for NO (None in the 31-40 age group)

---

Gender Analysis     **Majority YES for BOTH genders**  
                              • Smaller percentage for both SOMETIMES and NO

---

## Design Parameters: Poster 3

---

**Title of Poster**     ***Color Manipulates  
The Appeal of a Product's Performance***

---

Other Concepts     • Form and Function  
for Main Header     • Form Equals Function  
                              • Form Follows Function  
                              • Form Balances Function

---

Other Concepts     • The Appeal of a Product's Efficiency  
for Sub Header     • The Appeal of a Product's Usability  
                              • The Appeal of a Product's Value  
                              • The Appeal of a Product's Functionality  
                              • Effective Comfort and Fit Don't Make the Grade if Color is Inefficiently Applied  
                              • Inefficient Color Application Affects Consumers View of Comfort and Fit  
                              • Inefficient Color Application Affects Consumers View of Effective Form and Function  
                              • Effective Form and Function are Out Weighted When Bad Color Comes into Play  
                              • Color Greatly Influences The Appeal of a Product's Comfort and Fit

---

**Question 18**     ***Would you buy clothing/footwear that was comfortable or fit well  
even if it came in a very unappealing color or color combination?***

---

Age Analysis     **Majority NO from ALL age groups**  
                              • Small percentage for SOMETIMES (except for the 31-40 age group)  
                              • Very small percentage for YES (except for the 65 and up age group)

---

Gender Analysis     **Majority NO for BOTH genders**  
                              • Small percentage for SOMETIMES for both genders  
                              • Very small percentage for YES for both genders



---

## Design Parameters: Poster 5

---

**Title of Poster**     ***Quality Trumps Color***  
***Quality Outweighs Color Preference***

---

Other Concepts     • Quality Vs Perfect Color  
for Main Header

---

Other Concepts     • Quality Outweighs Perfection in Color Application  
for Sub Header     • Quality Outweighs the Perfect Color  
                              • Quality Outweighs the Ideal Color  
                              • Quality Outweighs Color Perfection  
                              • Quality Outweighs the Color Excellence  
                              • Quality Is Not Sacrificed for Color Perfection  
                              • Quality is Paramount Towards Color

---

**Question 11**     ***Would you sacrifice quality for the perfect color?***

---

Age Analysis     **Strong NO for MOST age groups (except 23-30= SOMETIMES)**  
                              • Mixed percentage for SOMETIMES and YES for ALL age groups  
                              • SOMETIMES is a slightly higher percentage over YES

---

Gender Analysis     **Majority NO for BOTH genders**  
                              • SOMETIMES is the next popular percentage  
                              • Small percentage for YES



---

## Design Parameters: Poster 6

---

**Title of Poster**     ***Cost Contemplation***  
***Cost of Purchase and Color***

---

Other Concepts     • Consider Cost  
for Main Header   • Cost Consideration  
                             • Cost Factor  
                             • Monetary Consideration  
                             • Calculate Color  
                             • Allocate Color  
                             • Fit and Comfort

---

Other Concepts     • Budgeting for Color  
for Sub Header

---

**Question 6**     ***Do you consider the color of an item more so  
for a larger purchase such as an appliance or automobile  
rather than smaller ticket items?***

---

Age Analysis     **Mixed answers for this question**

- Younger generation cares
- YES for the 18-22, 23-30, 31-40, 65 and up age groups
- 65 and up are more able to spend their money freely:  
no kids at home or in college  
and they tend to be retired
  
- Middle Age NO for the 41-50, 51-65 age groups
- They could be more money conscience:  
children in college, saving for retirement
- Mixed percentage for NO and SOMETIMES

---

Gender Analysis     **Majority YES for BOTH genders**

- NO is the second most popular percentage
- Small percentage for SOMETIMES for BOTH genders

---

## Design Parameters: Poster 7

---

**Title of Poster**     ***Color Impulse***  
***Buying the Perfect Color***

---

Other Concepts     • Color Impulsion  
for Main Header   • Color Seduction  
                             • Color Persuades  
                             • Persuasive Color

---

Other Concepts     • Impulse to Shop Disarmed  
for Sub Header     • Color Can't Override Impulse

---

**Question 13**     ***Would you buy clothing/footwear that you did not need  
if it was the perfect color?***

---

Age Analysis        **Strong NO for MOST age groups**  
                             • SOMETIMES for the 18-22 age group  
                             • Tie between the NO and SOMETIMES for the 65 and up age group  
                             • Mix for YES in ALL age groups

---

Gender Analysis    **Different response based on genders**  
                             • SOMETIMES for the female gender  
                             • NO for the male gender



Design Process

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---

**Sketch Ideation**

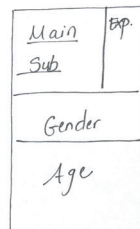
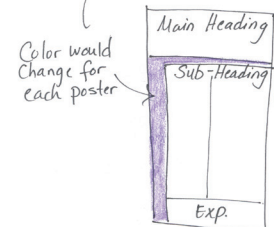
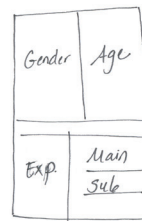
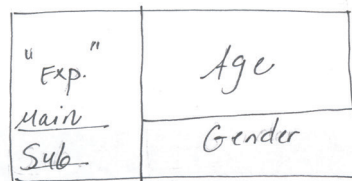
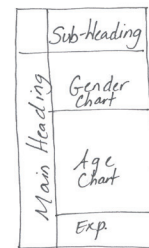
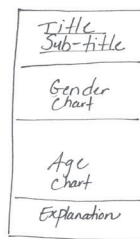
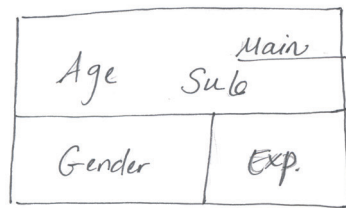
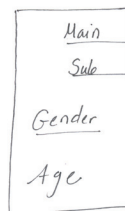
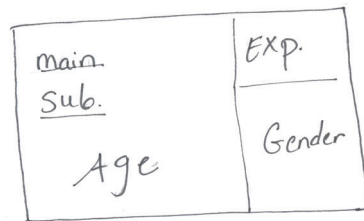
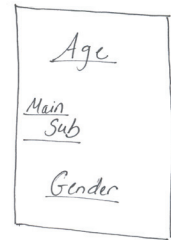
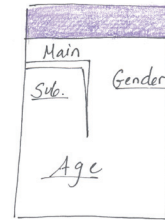
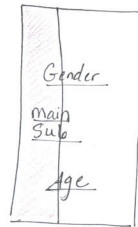
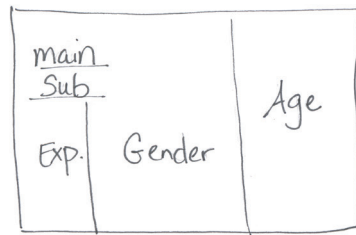
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**Computer Ideation**

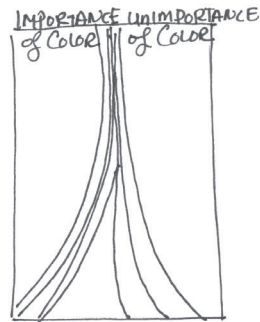
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**Initial Poster Concepts**

## Sketch Ideation: Grid and Layout Concepts I

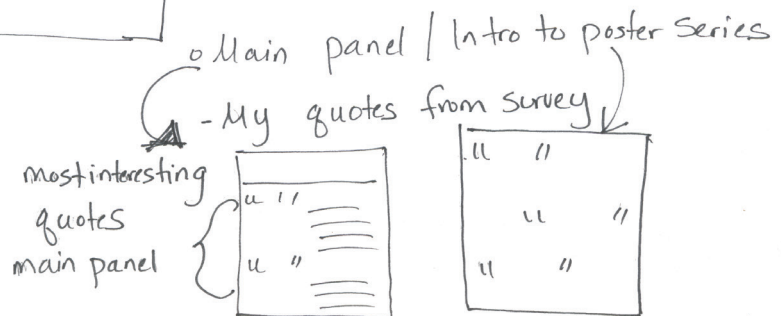
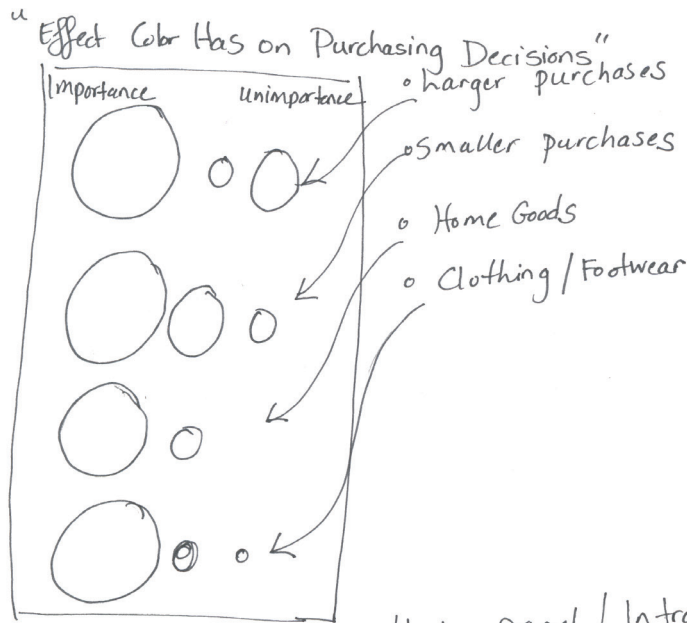


## Sketch Ideation: Grid and Layout Concepts II

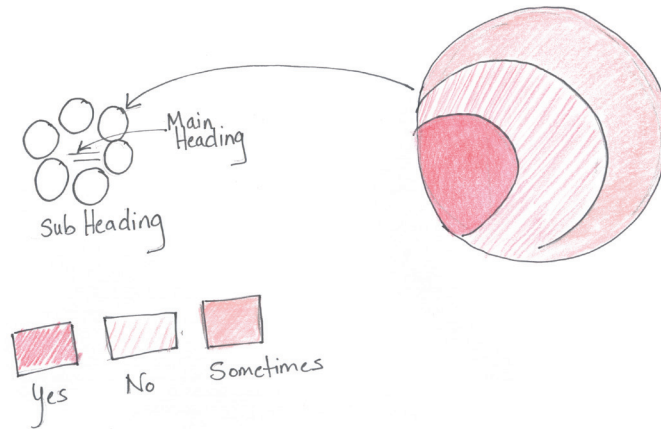


\* Would you sacrifice quality for the perfect color?  
Breakdown by  
◦ All age groups

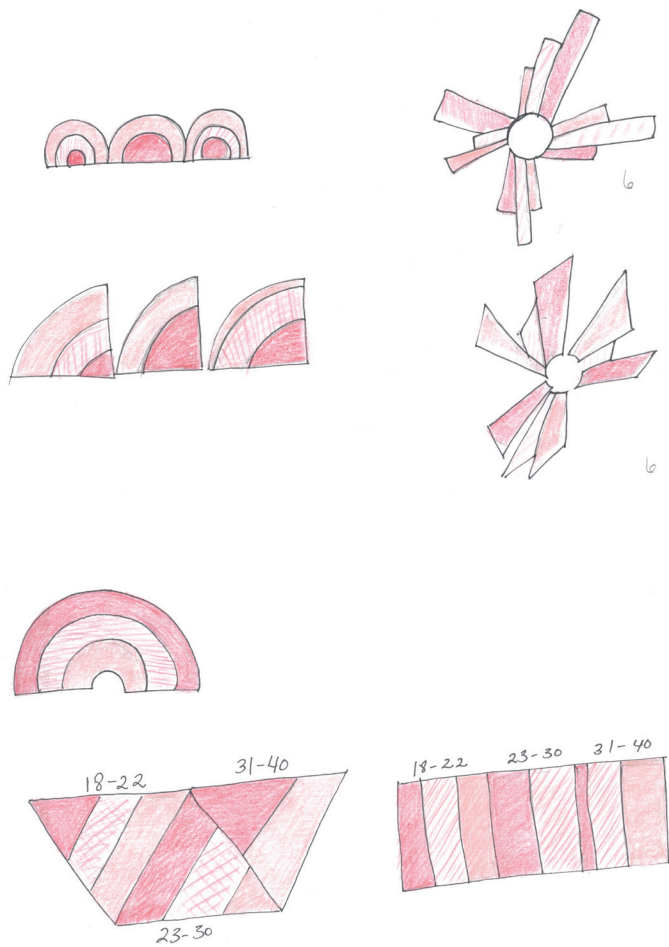
\* Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?



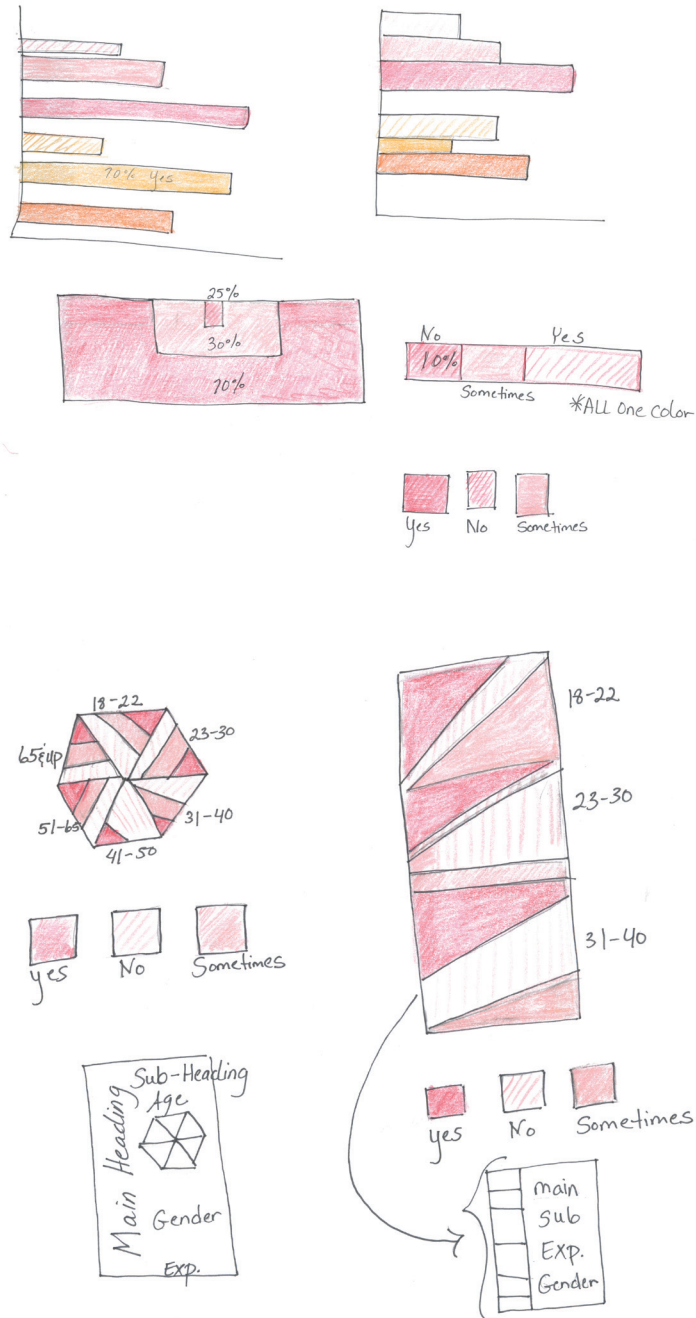
## Sketch Ideation: Chart Concepts I



Interesting patterns were developed with simple shapes like circles and arches, but were visually hard to read.



## Sketch Ideation: Chart Concepts II

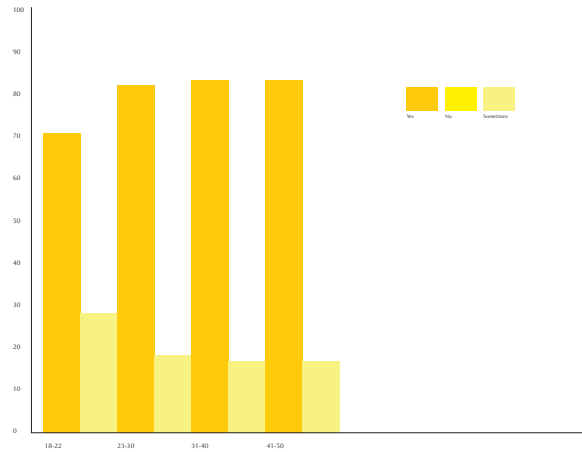


Designs similar to quilt patterns were tried but again were hard to read.



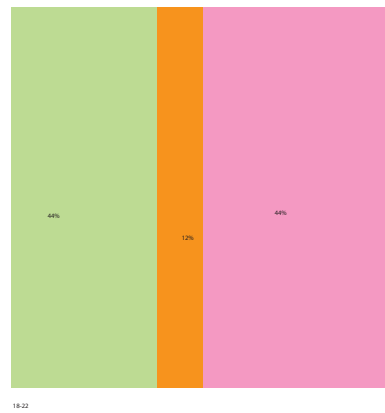
## Computer Ideation: Chart Concepts I

Variation I

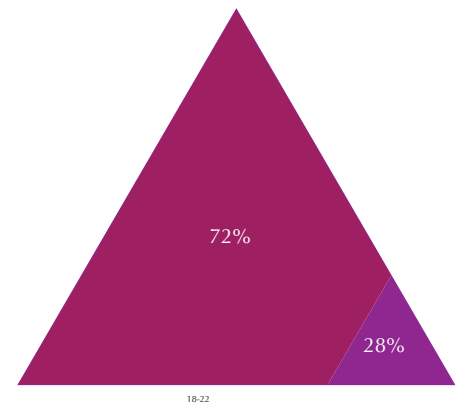


The sketched designs were simplified for easier readability.

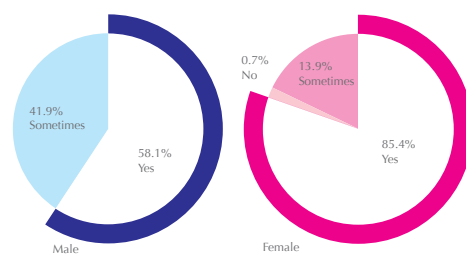
Variation II



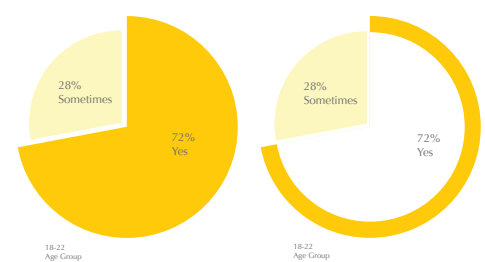
Variation III



Variation IV

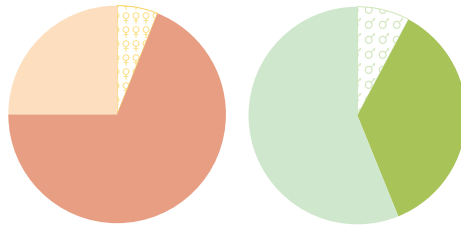


Variation V

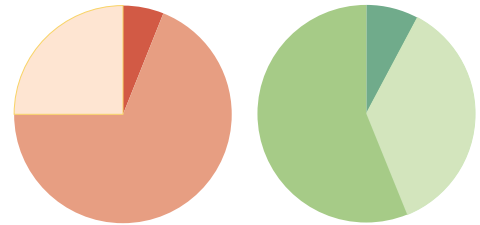


## Computer Ideation: Chart Concepts II

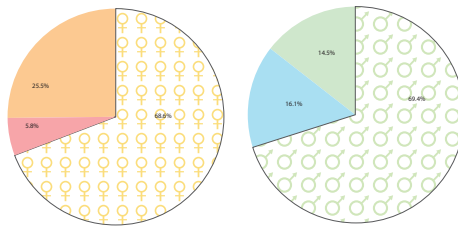
Variation I



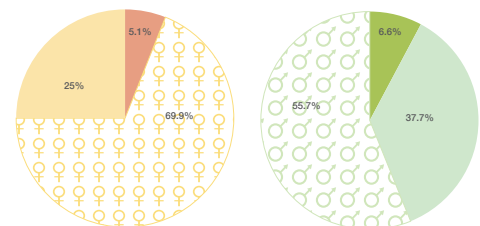
Variation II



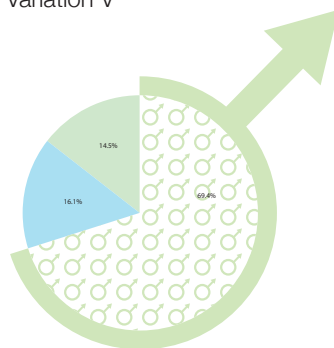
Variation III



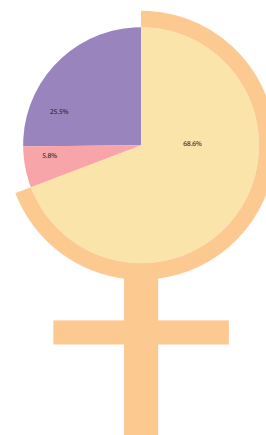
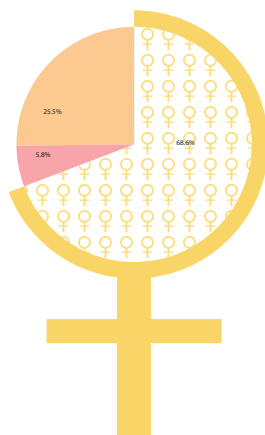
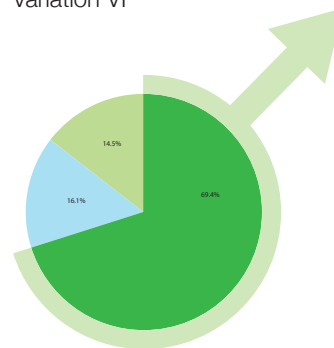
Variation IV



Variation V



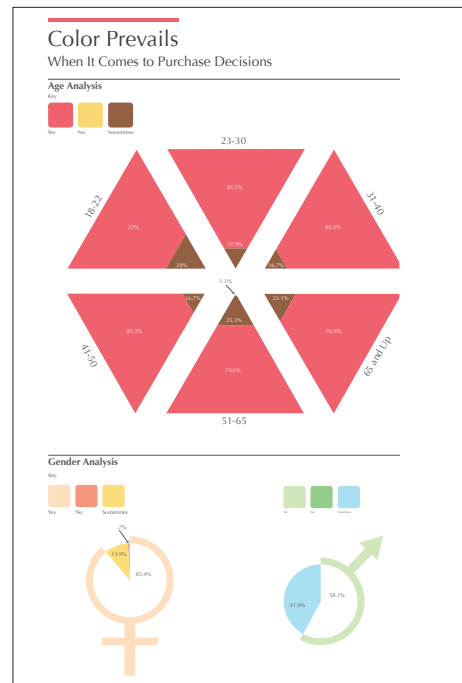
Variation VI



# Initial Poster Concepts I

Designs

VI



VII



**Concept Analysis**

- The triangle and square charts were used for these poster variations.
- The male and female gender symbols were utilized to define the two separate gender pie charts from the age analysis charts.
- In VII the symbols were used as a pattern within the charts.
- The rule colors were chosen to coordinate with the colors in the charts.

- In VI a rule designed for the specific length of the main title was added to the top of the main title.
- In VII a rule which was designed for the longest line length was added to the top of the main title.
- In VII a small colorful rule was added to the subheadings.

**Summary**

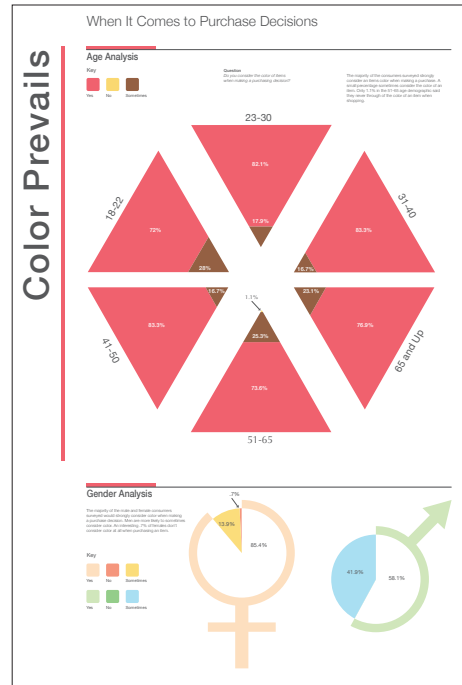
- The main content was outlined but needed to be better implemented into a more cohesive finished idea.

- The percentages and labels needed to have an established grid system for cleaner readability.

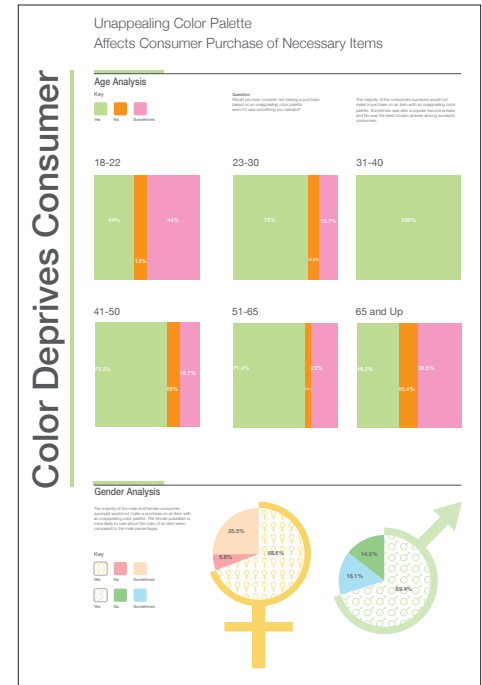
## Initial Poster Concepts II

Designs

VI



VII



**Concept Analysis**

- The colored keys for each chart were scaled down.
- The question for each poster was added.
- A short paragraph explaining the findings was added.

- The main title was horizontally moved to the left side of the page
- In VI the triangles were moved to create an equal looking hexagon.
- In VI the kerning was opened up.

**Summary**

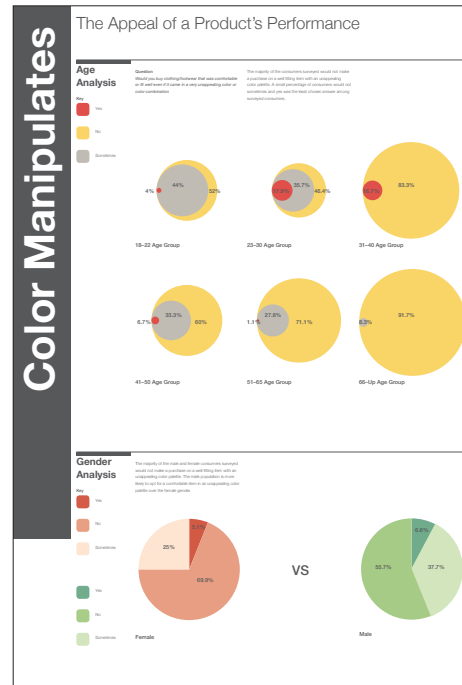
- Different typographical treatments were experimented with as well as their placement and size relationships to each other.

- Again the percentages and labels needed to have an established grid system for cleaner readability.

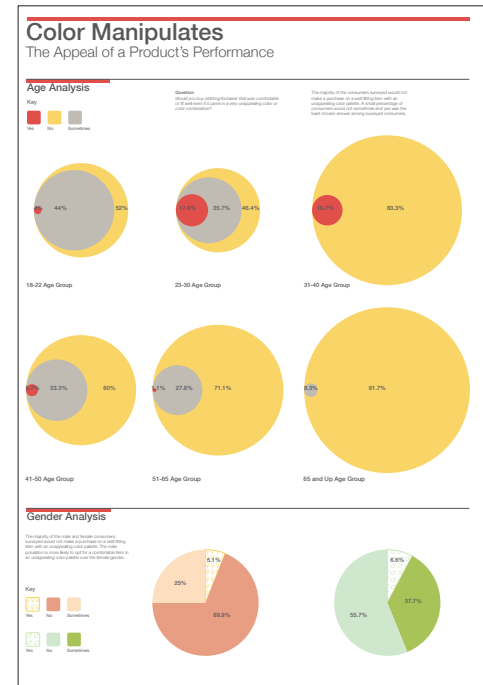
## Initial Poster Concepts III

Designs

VI



VII



**Concept Analysis**

- The age analysis charts were changed to a simple circle shape.
- The gender charts were also changed to a simple circle pie chart.
- VII gender charts utilized the gender symbol patterns.
- Color is still being explored.
- In VI the main title was placed in a dark grey rule in order to show better hierarchy.
- In VI the color keys were placed horizontally in the second minor column.
- In VII the colored rule was placed below the thin black rule to better emphasize the tertiary headings.

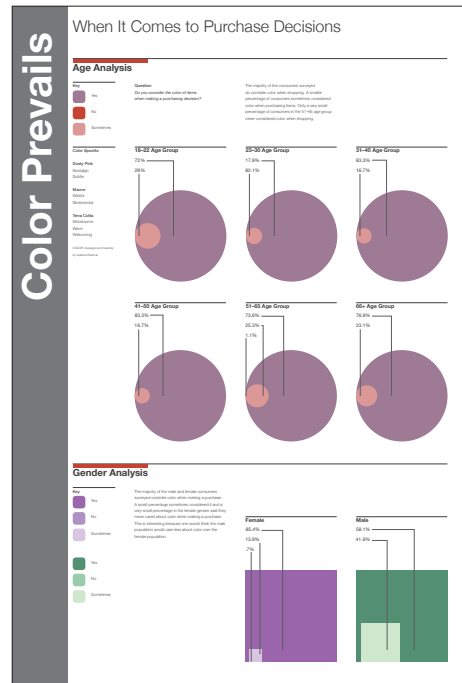
**Summary**

- The overall grid system is starting to take shape which consists of three columns.
- In VI the three major columns are combined with two minor columns: the main title and the color keys.
- Again the percentages and labels needed to have a better established grid system for cleaner readability.
- Age group 66-Up needs to be handled differently.

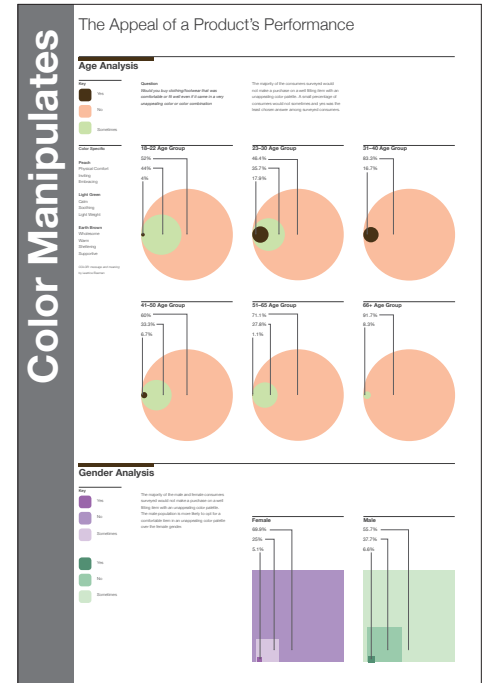
## Initial Poster Concepts IV

Designs

VI



VII



### Concept Analysis

- The gender symbols were replaced by a more abstract pattern created by overlapping squares of various sizes related to their percentages.
- The difference in the shapes of the circle and square help to establish a visually defined separation between the two sections.
- Age group 66-Up was changed to 66+.
- The percentages and labels have a clear defined grid system for better readability.
- Color began to have a meaning behind its selection. The colors' meaning related to the actual subject of the poster.
- The type and rules used for pointing out the percentages are in a dark grey instead of a harsh black.

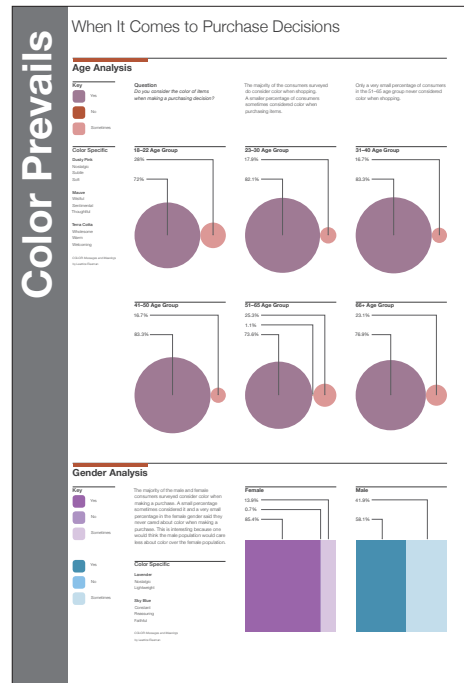
### Summary

- The three major columns and two minor column grid system was finally established. This also allowed for a more detailed analysis of the color usage.
- The shapes used in the age and gender charts are finalized but the charts themselves still need refining.

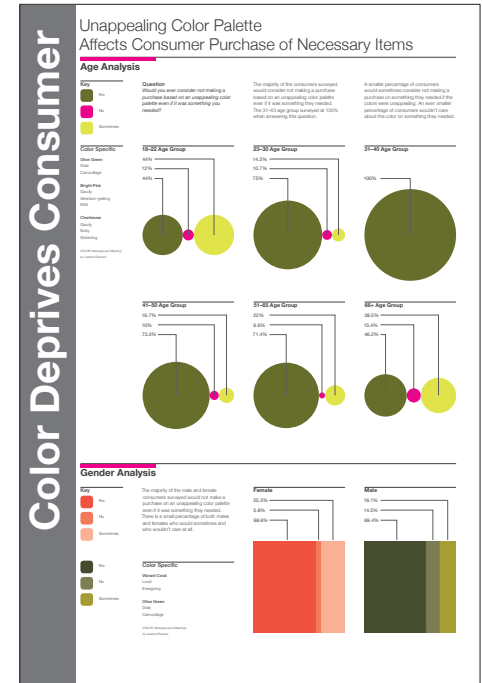
# Initial Poster Concepts V

Designs

VI



VII



**Concept Analysis**

- The rules were moved off of the charts and placed just above allowing for a cleaner, less cluttered visual.
- The squares used for the gender charts reverted back to the original design in Initial Poster Concept I.
- The paragraph analysis for the age analysis was broken into two columns when needed.
- The circles were moved off of one another. It was proving complicated when in the same age analysis chart there were two circles of the same percentage for two different answers. One overlapped the other making the chart visually deceiving.

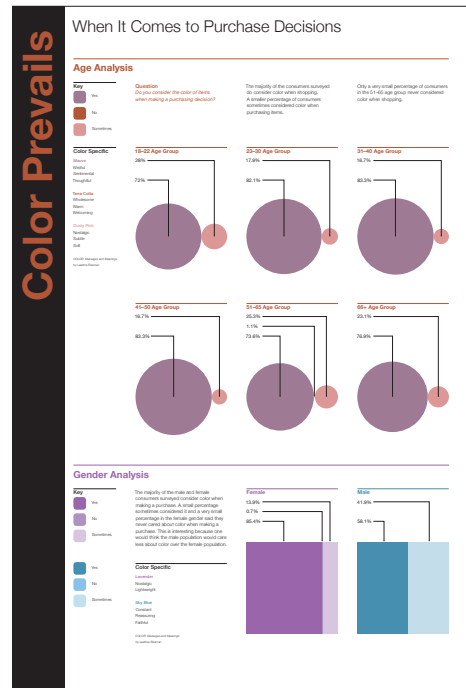
**Summary**

- The posters overall are coming together but they are in need of a more eye catching aesthetic.
- The type and rules appear dull and should be darker in tone and may add to a hint of color.

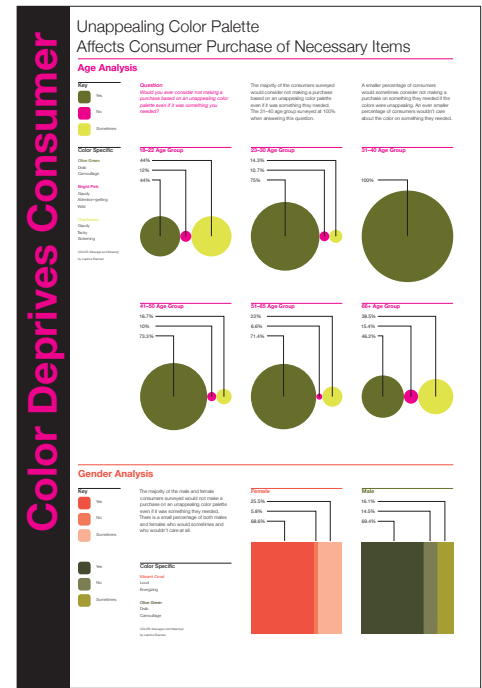
## Initial Poster Concepts VI

Designs

VI



VII



**Concept Analysis**

- The body copy and rules used to point out percentages were changed to a basic black so as not to look washed out.
- Color is used in strategic locations to bring attention to subheadings, tertiary headings, main title as well as the main question.
- The rule is changed to a basic black with colored type for a more dramatic eye catching appeal.
- The tertiary headings and rules were changed to a color used within the poster in order to enhance readability and add a dynamic flare.
- Two different colors are used in the age and gender analysis sub headings in order to visually separate the two sections.
- In the color key the name of the color would be typed in that particular color.

**Summary**

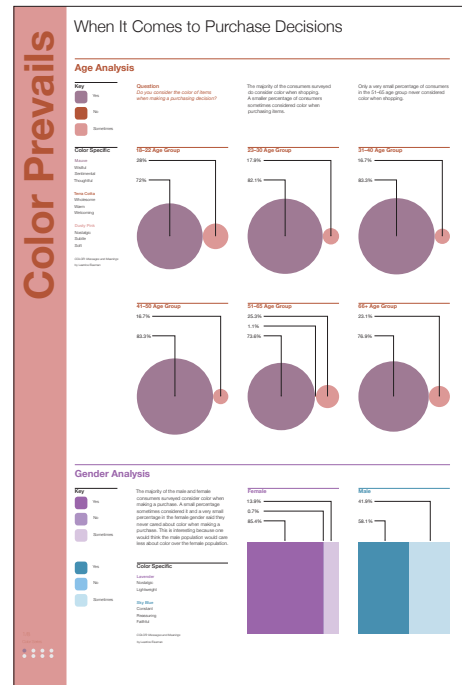
- The poster series needs to have an overall numbering system so that the viewer knows where in the series they are.
- The black rule with vibrant colored type is a bit harsh on the eye and needs some reworking with color application.



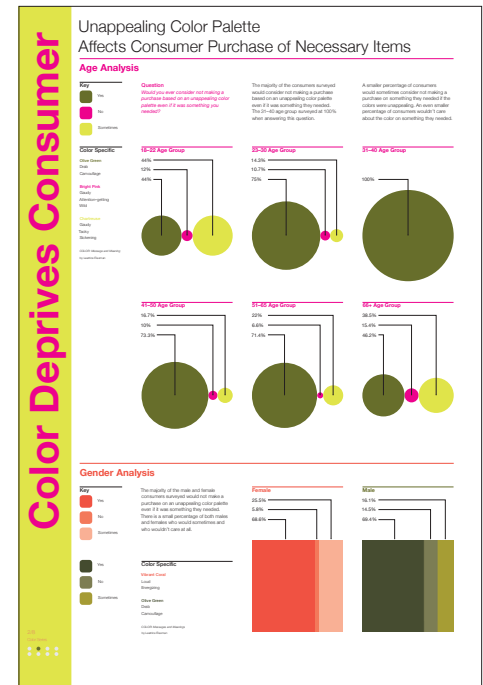
## Initial Poster Concepts VII

Designs

VI



VII



### Concept Analysis

- A numbering system was established in the bottom left hand corner. There are eight circles which are placed in the order the posters would be show cased one on top of the other. The colored circle would point out what poster the viewer was looking at.
- The black rule was changed to a color used in the poster. This seems effective and will stay in the final concept.

### Summary

- The poster series numbering system needs to be a bit more refined.
- Sub and tertiary headings need to be aligned with the first major threshold.
- The tertiary headings need to be all one weight instead of switching between medium and bold.
- The rules used in the tertiary headings are too close and need to be offset a bit more.

Color Process

73

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**Concept Behind The Color**

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**Color Palette Concepts**

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**Poster Color Combinations**

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**Poster Color Combinations Refined**

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## Concept Behind The Color

In the research of others it has been concluded that colors are used to set the mood and are used effectively in packaging design in order to draw the consumer in. Because I am drawn to the effect color has on a person's mood and choices, I found myself focusing on that aspect of my research. Therefore, I found Eiseman's book, *Color: messages and meanings: a Pantone color resource*, particularly helpful. She is the executive director of the Pantone Color Institute as well as the founder of the Eiseman Center for Color Information and Training. She has written several books on the subject of color and how it should be implemented when designing for the consumer.

The poster series uses color to draw in the consumer or design students and reflects the question being asked. For example, in Poster 1 the question being asked is: *Do you consider the color of items when making a purchasing decision?* In creating the poster I used colors as defined by Eiseman:

Dusty pink is a color that is considered nostalgic, subtle and soft.

Terra cotta is a color that is considered wholesome, welcoming and warm.

These colors may make a potential consumer feel these emotions and gravitate towards the product subconsciously.

The colors selected will have significant meaning to each poster's topic. A color key will explain why the colors were chosen for each particular poster. This allows for greater reflection on colors and how they impact the consumer and reveals the research base. During the color refinement stage I made tonal adjustments to make more visually appealing color combinations. These alterations are pointed out.

---

## Color Palette Concepts: Poster 1

*Do you consider the color of items when making a purchasing decision?*

---

**Dusty Pink:** Nostalgic, Subtle, Soft



**Mauve:** Sentimental, Thoughtful, Wistful



**Lavender:** Lightweight, Nostalgic



**Terra Cotta:** Wholesome, Welcoming, Warm



**Vibrant Orange:** Happy, Energizing



**Sky Blue:** Reassuring, Constant, Faithful



---

## Color Palette Concepts: Poster 2

*Would you ever consider not making a purchase based on an unappealing color palette even if it was something you needed?*

---

**Bright Pink:** Attention-getting, Gaudy, Wild



**Vibrant Orange:** Loud



**Chartreuse:** Sickening, Gaudy, Tacky, Slimy, Mold



**Olive Green:** Camouflage, Drab



**Vibrant Coral:** Energizing, Loud



---

## Color Palette Concepts: Poster 3

*Would you buy clothing or footwear that was comfortable or fit well  
even if it came in a very unappealing color or color combination?*

---

**Peach:** Physical Comfort, Embracing, Inviting



**Earth Brown:** Wholesome, Supportive, Sheltering, Warm, Earthy



**Golden Yellow:** Nourishing, Comfort, Comfort food



**Sky Blue:** Calming



**Foliage Green:** Soothing, Harmony



**Light Green:** Lightweight, Soothing, Calm



**Off-White:** Comforting



---

## Color Palette Concepts: Poster 4

*Would you buy an item or specific brand you loved  
even if the colors were not to your taste?*

---

**Bright Blue:** Exhilarating, Impressive, Energy



**Bright Red:** Stimulating, Energizing, Magnetic



**Vibrant Orange:** Communicative, Good-natured, Friendly



**Bright Yellow:** Awareness, Friendly, Lively



**Foliage Green:** Reassurance, Trustworthy, Balance



---

## Color Palette Concepts: Poster 5

*Would you sacrifice quality for the perfect color?*

---

**Deep Blue:** Professional, Reliable, Classic



**Earth Brown:** Durable, Secure, Solid



**Neutral Grey:** Practical, Efficient, Quality



**Drab Grey Brown:** Reliable, Wholesomeness



**Brick Red:** Established, Strong, Sturdy



**Taupe:** Practical, Classic, Quality



**Dark Green:** Trustworthy, Traditional, Reliable



**Olive Green:** Classic, Military



**Black:** Classic, Expensive





---

## Color Palette Concepts: Poster 6

*Do you consider the color of an item more so for a larger purchase  
such as an appliance or automobile rather than smaller ticket items?*

---

**Deep Purple:** Prestigious, Royal, Rich



**Gold:** Luxurious, Valuable, Rich



**Deep Red:** Rich, Elegant, Luxurious, Expensive



**Dark Green:** Prosperity, Stately, Money



**Emerald:** Jewel-like, Luxurious, Up-scale



**Black:** Classic, Expensive



---

## Color Palette Concepts: Poster 7

*Would you buy clothing or footwear that you did not need  
if it was the perfect color?*

---

**Bright Pink:** Attention-getting, Stimulating, Exciting



**Bright Red:** Impulsive, Magnetic, Exciting



**Coral:** Energizing



**Tangerine:** Energizing



**Ginger:** Exotic, Spicy



**Bright Blue:** Exhilarating, Electric, Energy



**Red Purple:** Expressive, Exciting, Thrilling



---

## Color Palette Concepts: Poster 8

*Would you buy more than one of something if it came in several nice colors even if you did not need them?*

---

**Bright Pink:** Stimulating, Exciting



**Bight Red:** Impulsive, Magnetic, Exciting



**Bright Yellow:** Stimulating, Energizing, Lively



**Chartreuse:** Trendy, Bold



**Red Purple:** Expressive, Exciting, Thrilling



---

## Poster Color Combinations

Poster 1 Concepts



Poster 2 Concepts



Poster 3 Concepts



Poster 4 Concepts



Poster 5 Concepts



Poster 6 Concepts



Poster 7 Concepts



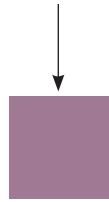
Poster 8 Concepts



## Poster Color Combinations Refined

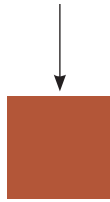
### Poster 1 Concepts

#### Age Analysis



#### **Mauve**

Sentimental  
 Thoughtful  
 Wistful



#### **Terra Cotta**

Wholesome  
 Welcoming  
 Warm



#### **Dusty Pink**

Nostalgic  
 Subtle  
 Soft

#### Gender Analysis

##### **Female**



#### **Lavender**

Lightweight  
 Nostalgic



##### **Male**



#### **Sky Blue**

Reassuring  
 Constant  
 Faithful



### Poster 2 Concepts

#### Age Analysis



#### **Olive Green**

Camouflage  
 Drab



#### **Bright Pink**

Attention-getting  
 Gaudy  
 Wild



#### **Chartreuse**

Sickening  
 Gaudy  
 Tacky

#### Gender Analysis

##### **Female**



#### **Vibrant Coral**

Energizing  
 Loud



##### **Male**



#### **Olive Green**

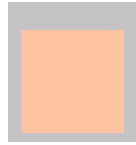
Camouflage  
 Drab



## Poster Color Combinations Refined

### Poster 3 Concepts

#### Age Analysis



#### **Earth Brown**

Wholesome  
 Supportive  
 Sheltering  
 Warm



#### **Peach**

Physical Comfort  
 Embracing  
 Inviting



#### **Light Green**

Lightweight  
 Soothing  
 Calm

#### Gender Analysis

##### **Female**



##### **Golden Yellow**

Nourishing  
 Comfort

##### **Male**



##### **Light Green**

Lightweight  
 Soothing  
 Calm

### Poster 4 Concepts

#### Age Analysis



#### **Bright Red**

Stimulating  
 Energizing  
 Magnetic



#### **Bright Blue**

Exhilarating  
 Impressive  
 Energy



#### **Bright Yellow**

Awareness  
 Friendly  
 Lively

#### Gender Analysis

##### **Female**



##### **Vibrant Orange**

Communicative  
 Good-natured  
 Friendly

##### **Male**



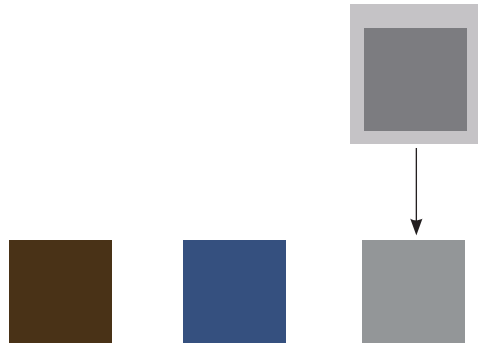
##### **Foliage Green**

Reassuring  
 Trustworthy  
 Balance

## Poster Color Combinations Refined

**Poster 5**  
**Concepts**

**Age Analysis**



**Earth Brown**

Durable  
 Secure  
 Solid

**Deep Blue**

Professional  
 Reliable  
 Classic

**Neutral Grey**

Practical  
 Efficient  
 Quality

**Gender Analysis**

**Female**



**Brick Red**

Established  
 Strong  
 Sturdy

**Male**



**Taupe**

Practical  
 Classic  
 Quality

**Poster 6**  
**Concepts**

**Age Analysis**



**Deep Purple**

Prestigious  
 Royal  
 Rich

**Gold**

Luxurious  
 Valuable  
 Rich

**Dark Green**

Prosperity  
 Stately  
 Money

**Gender Analysis**

**Female**



**Deep Purple**

Prestigious  
 Royal  
 Rich

**Male**



**Emerald**

Jewel-like  
 Luxurious  
 Up-scale

## Poster Color Combinations Refined

### Poster 7 Concepts

#### Age Analysis



##### **Coral**

Energizing



##### **Bright Blue**

Exhilarating  
Electric  
Energy



##### **Red Purple**

Expressive  
Exciting  
Thrilling

#### Gender Analysis

##### **Female**



##### **Ginger**

Exotic  
Spicy



##### **Male**



##### **Bright Blue**

Exhilarating  
Electric  
Energy



### Poster 8 Concepts

#### Age Analysis



##### **Red Purple**

Expressive  
Exciting  
Thrilling



##### **Bright Yellow**

Stimulating  
Energizing  
Lively



##### **Bright Red**

Impulsive  
Magnetic  
Exciting

#### Gender Analysis

##### **Female**



##### **Red Purple**

Expressive  
Exciting  
Thrilling



##### **Bright Pink**

Stimulating  
Exciting



##### **Male**



##### **Chartreuse**

Trendy  
Bold





Final Application

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**Poster Series Defined**

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**Diagram of Poster Elements**

---

**Poster Series**

---

## Poster Series Defined

The final concept for the poster series needed some refinement before it could be considered the finished application. Below are listed the final refinements that were conducted on these posters.

- 
- Final Changes**
- The circles used in the numbering system were changed to a rectangle to reflect the actual shape of the posters. The row of two was also changed to a single row of eight in order to accurately show the hanging order. The subtle grey of the rectangles was changed to white.
  - The numbering system was changed from light to regular weight for easier readability.
  - All sub headings were consistently changed to one line instead of several that occupied two lines.
  - The sub headings were also moved down in order to give breathing room to the top of the poster.
  - Several colors used in the typography were tweaked in order to be more visually readable once printed.
  - The sub heading was also changed to the same color as the main heading.
  - The tertiary headings were all changed to the same weight bold.
  - The rules on the tertiary headings were offset at .25 and changed to .3125.
  - The sub headings were shifted over to align with the first major threshold or column.
  - The question was changed to light weight instead of italic weight.
  - The letters in the main and sub headings were kerned for a visually equal look.
  - The areas around hyphens and special characters were kerned as well.
  - The rules used to point out percentages were changed from 1 pt to .5 pt.

## Diagram of Poster Elements

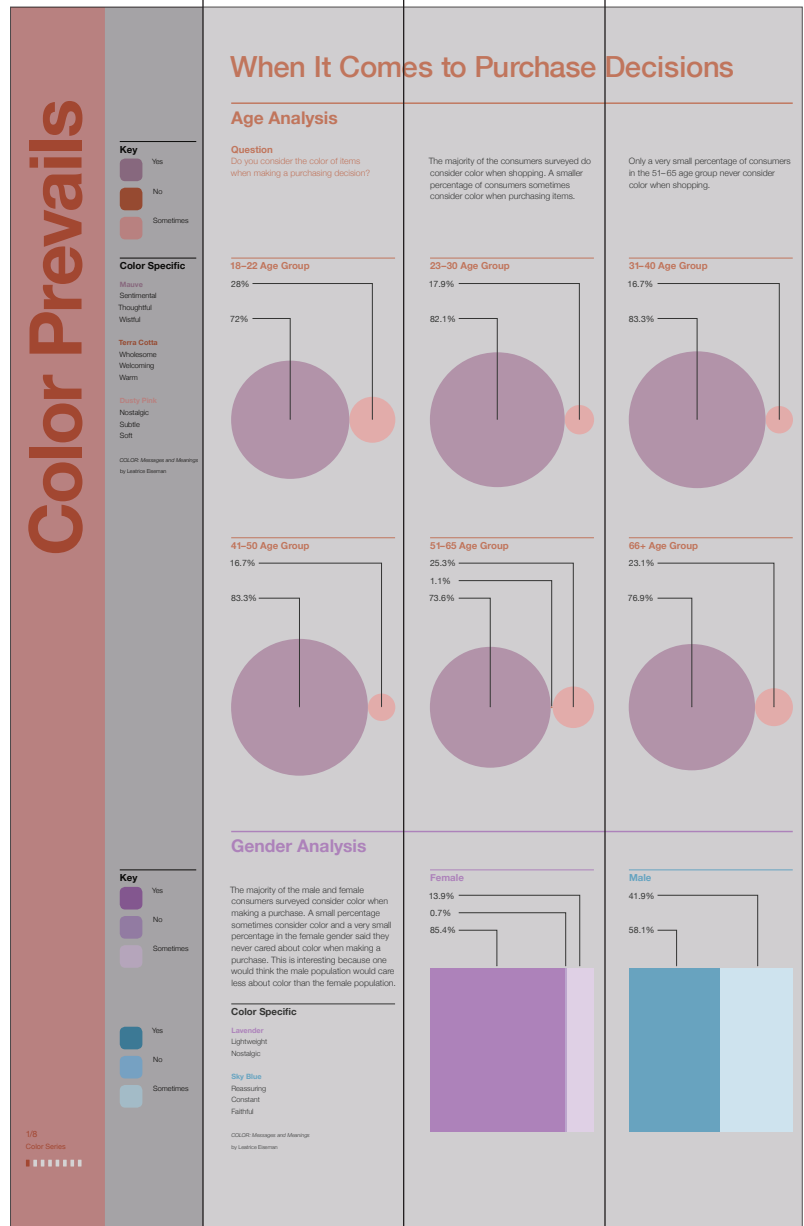
### Grid System

Minor Column I  
 Minor Column II

Major Column I

Major Column II

Major Column III



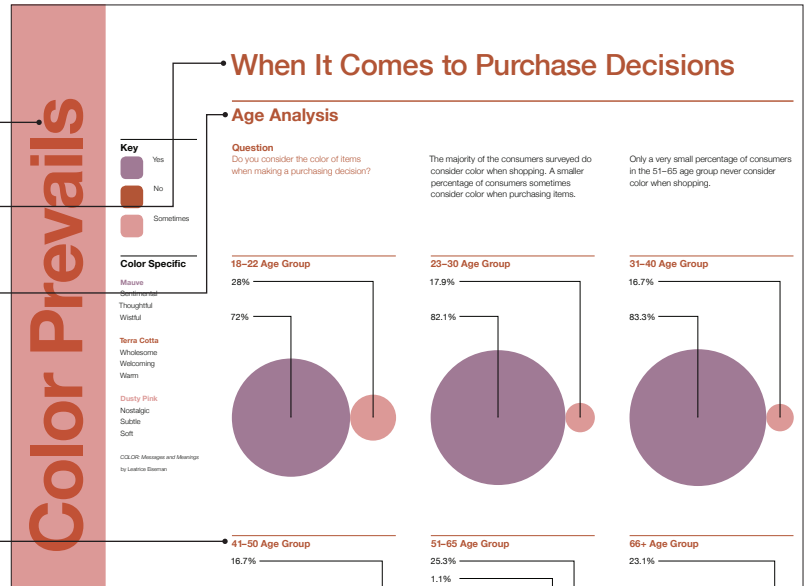
## Diagram of Poster Elements

### Headings

Main heading

Sub heading

Tertiary headings

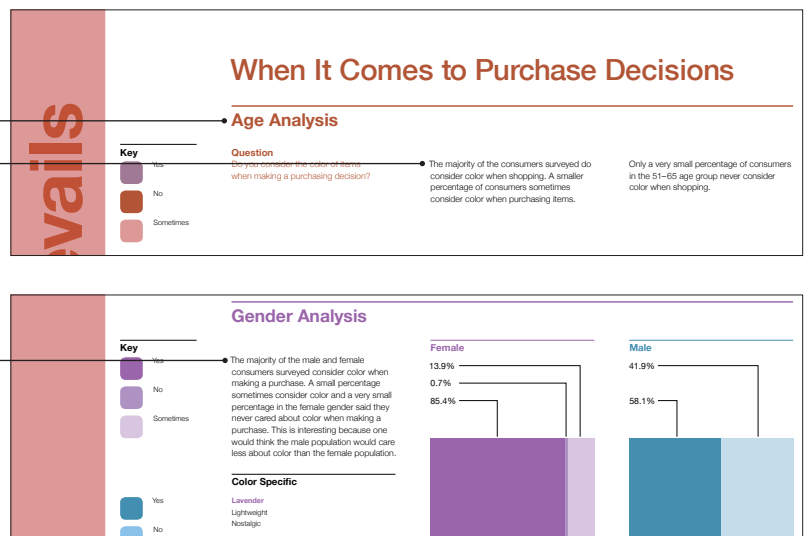


### Analysis

Question

Age Analysis

Gender Analysis

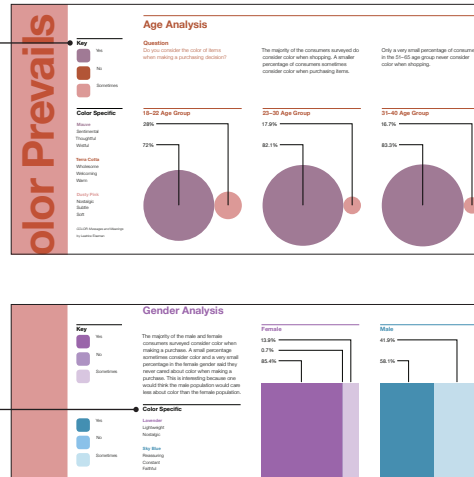


# Diagram of Poster Elements

## Color Keys

Key

Color Specific

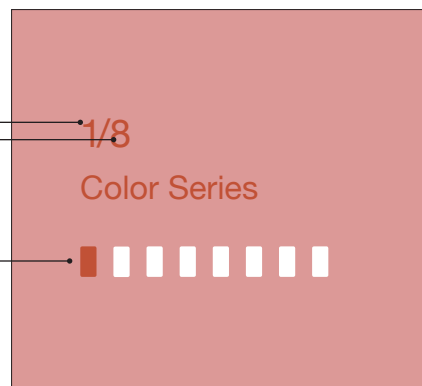
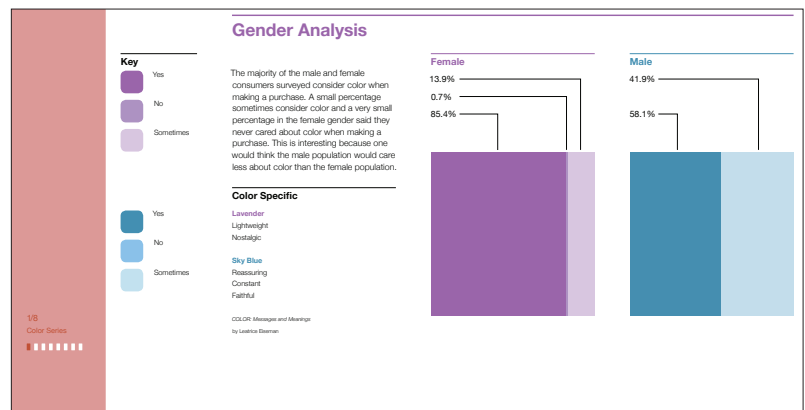


## Numbering System

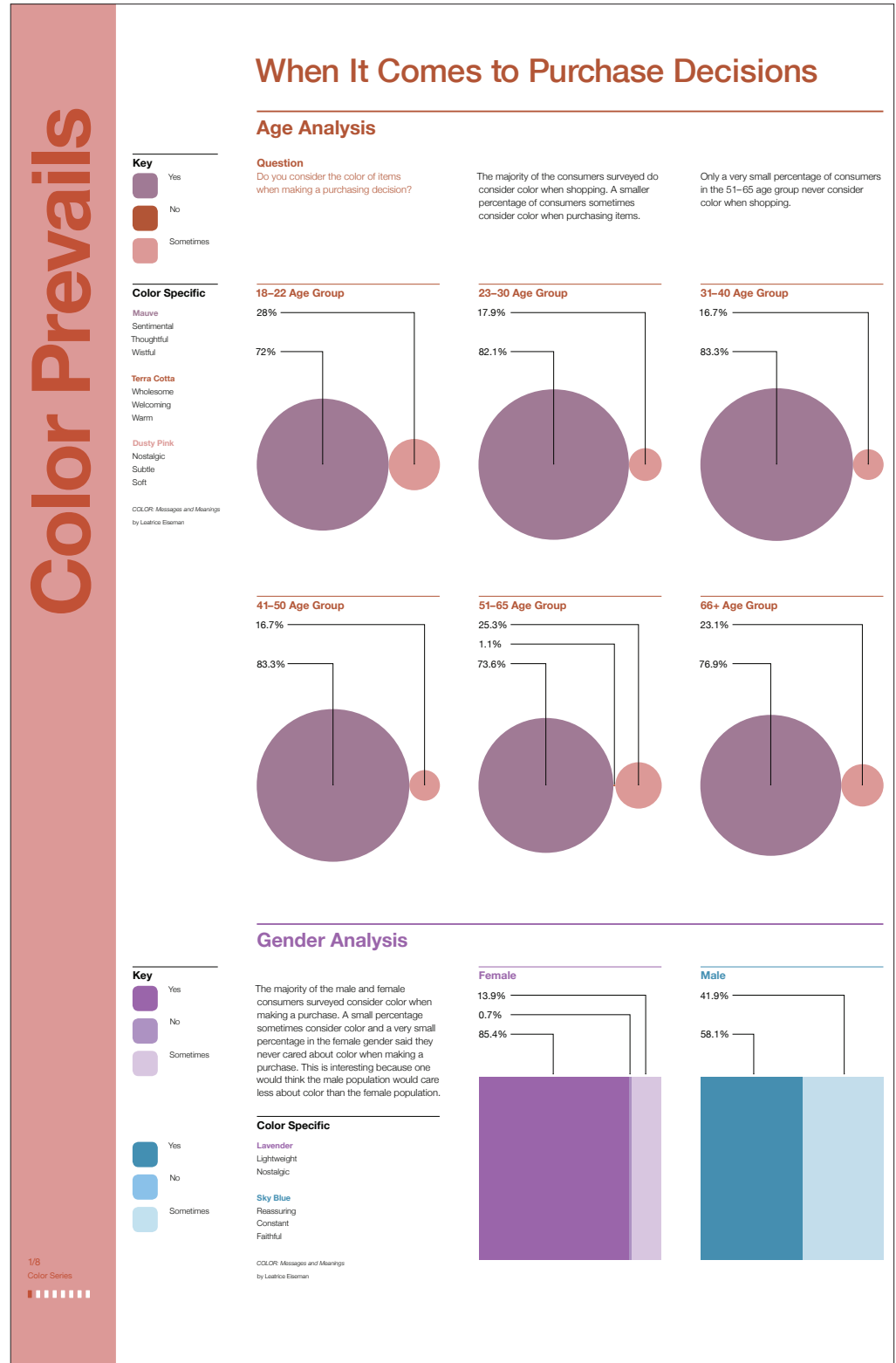
Current poster number

Total number of posters

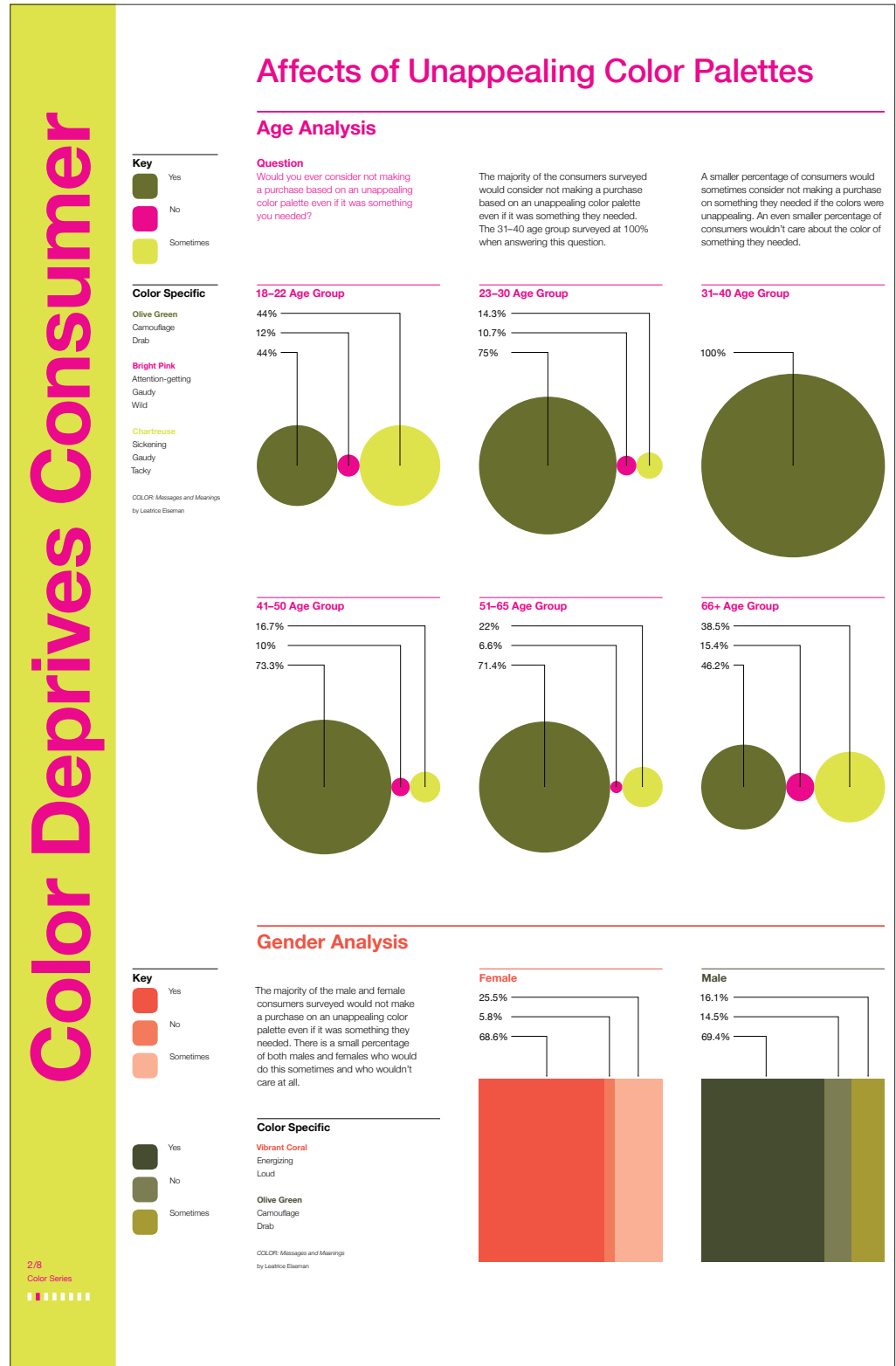
Current poster location



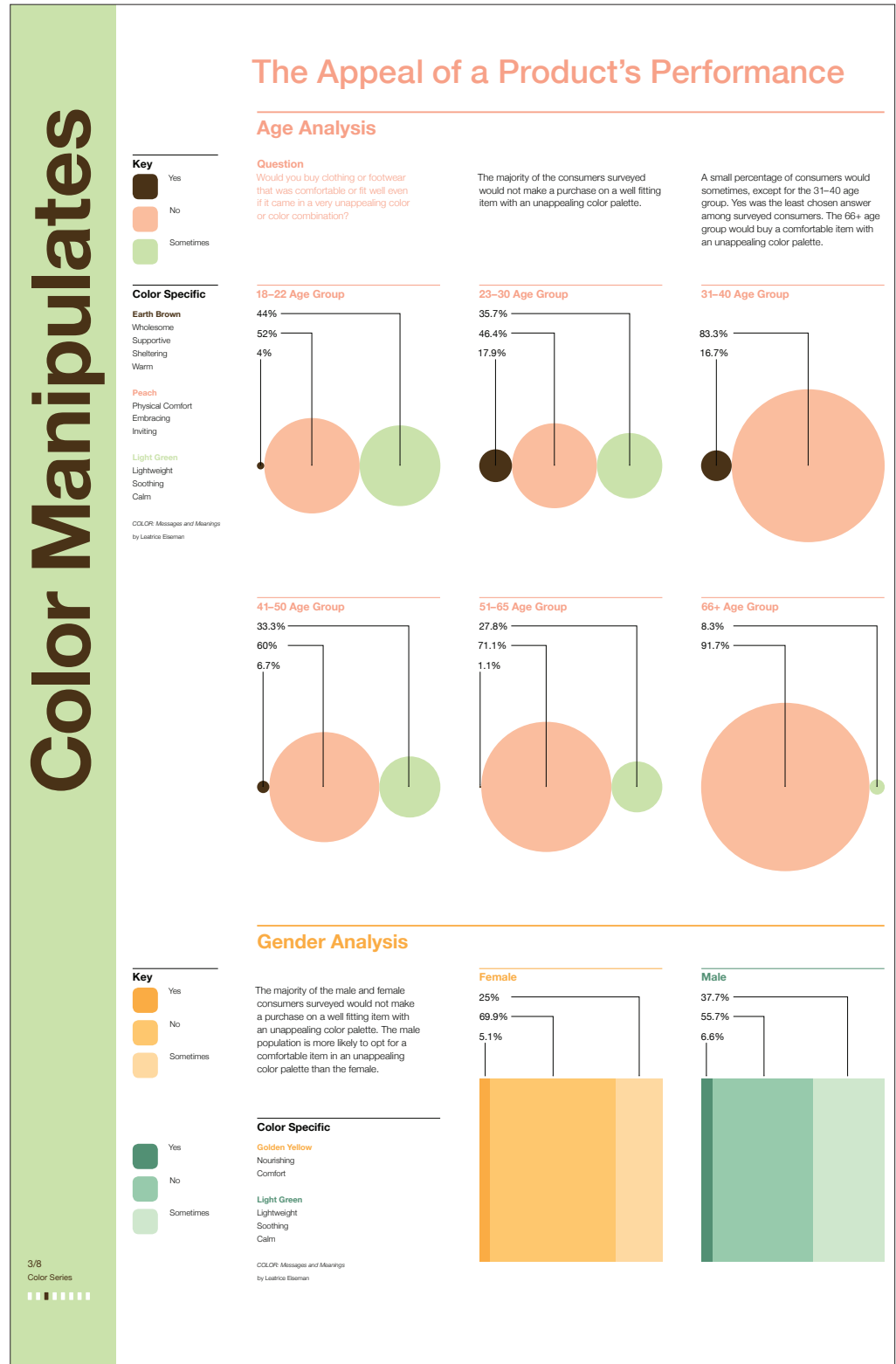
# Poster Series: Poster 1



## Poster Series: Poster 2

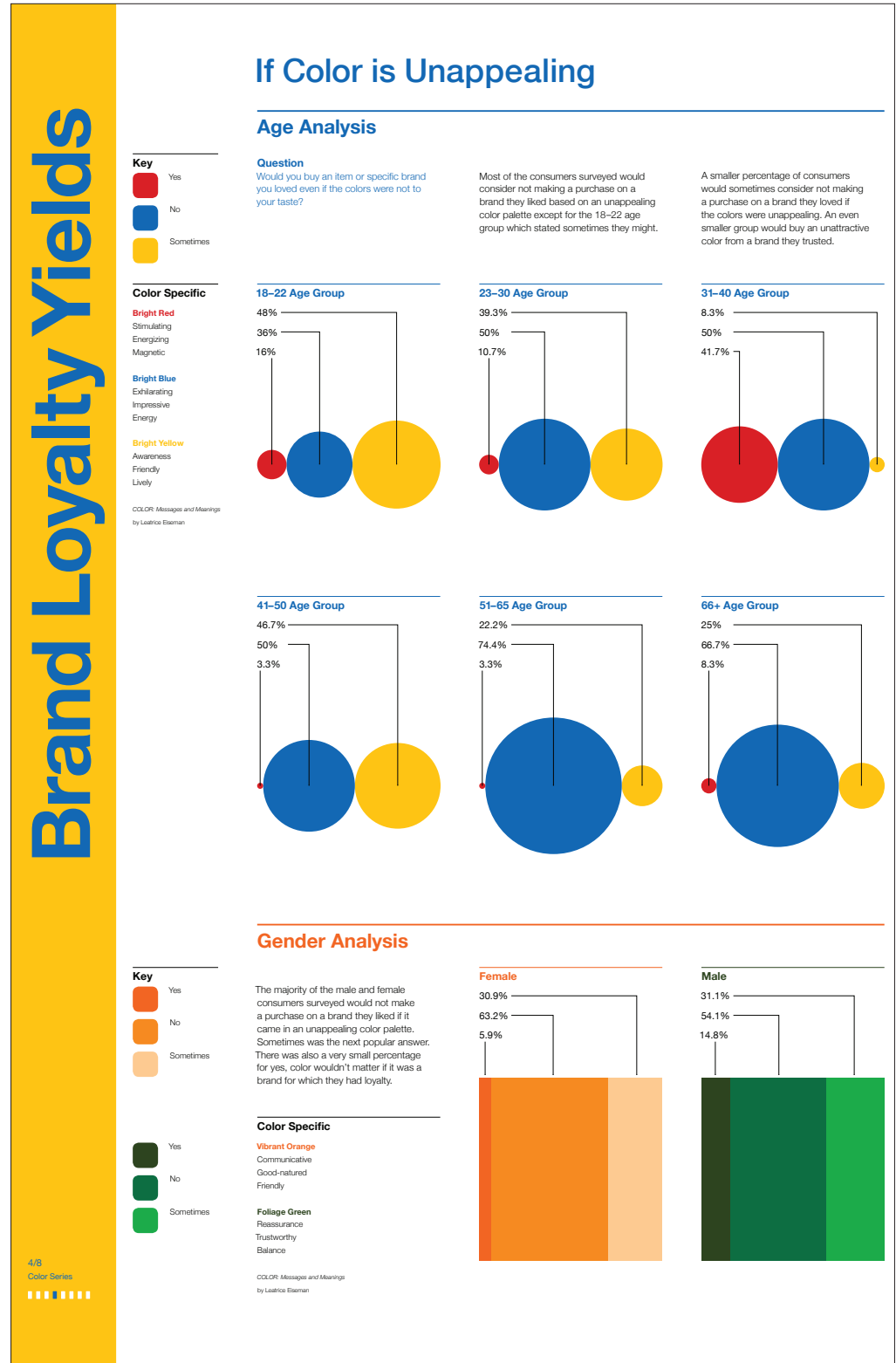


## Poster Series: Poster 3

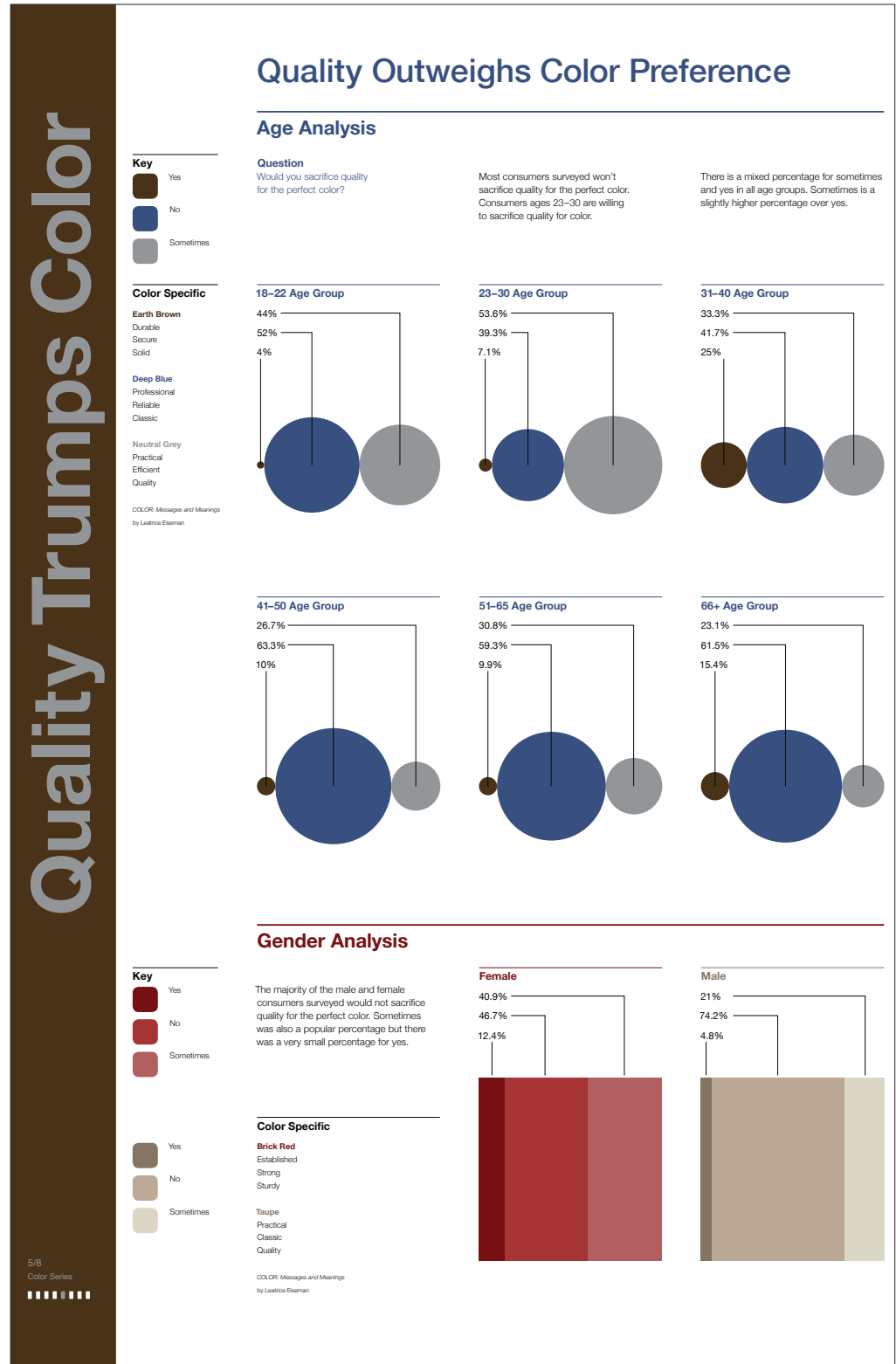




## Poster Series: Poster 4



## Poster Series: Poster 5



# Poster Series: Poster 6

# Cost Contemplation

6/8  
Color Series  
■■■■■■■■

## Cost of Purchase and Color

---

### Age Analysis

**Question**  
 Do you consider the color of an item more so for a larger purchase such as an appliance or automobile rather than smaller ticket items?

Consumers' survey results were mixed. The younger generation cares more about the color as does the 66+ age group. Younger people seem more concerned with the aesthetics of an item. The older adults are more free to spend their money.

The middle age groups were less likely to care about the color of an item related to price. They are more money conscious due to college and retirement costs. There was a mixed percentage overall for no and sometimes in each age group.

**18-22 Age Group**

24% Yes  
 16% No  
 60% Sometimes

**23-30 Age Group**

10.7% Yes  
 14.3% No  
 75% Sometimes

**31-40 Age Group**

8.3% Yes  
 41.7% No  
 50% Sometimes

**41-50 Age Group**

30% Yes  
 36.7% No  
 33.3% Sometimes

**51-65 Age Group**

28.6% Yes  
 44% No  
 27.5% Sometimes

**66+ Age Group**

30.8% Yes  
 7.7% No  
 61.5% Sometimes

**Key**

- Yes
- No
- Sometimes

**Color Specific**

**Deep Purple**  
 Prestigious  
 Royal  
 Rich

**Gold**  
 Luxurious  
 Valuable  
 Rich

**Dark Green**  
 Prosperity  
 Stability  
 Money

COLOR: Messages and Meanings  
 by Leatrice Eiseman

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# Cost Contemplation

6/8  
Color Series  
■■■■■■■■

## Gender Analysis

The majority of both male and female consumers consider color more for larger purchases than smaller ones. No is the second most popular percentage. There is a small percentage for sometimes for both genders.

**Female**

27% Yes  
 35% No  
 38% Sometimes

**Male**

19.4% Yes  
 27.4% No  
 53.2% Sometimes

**Key**

- Yes
- No
- Sometimes

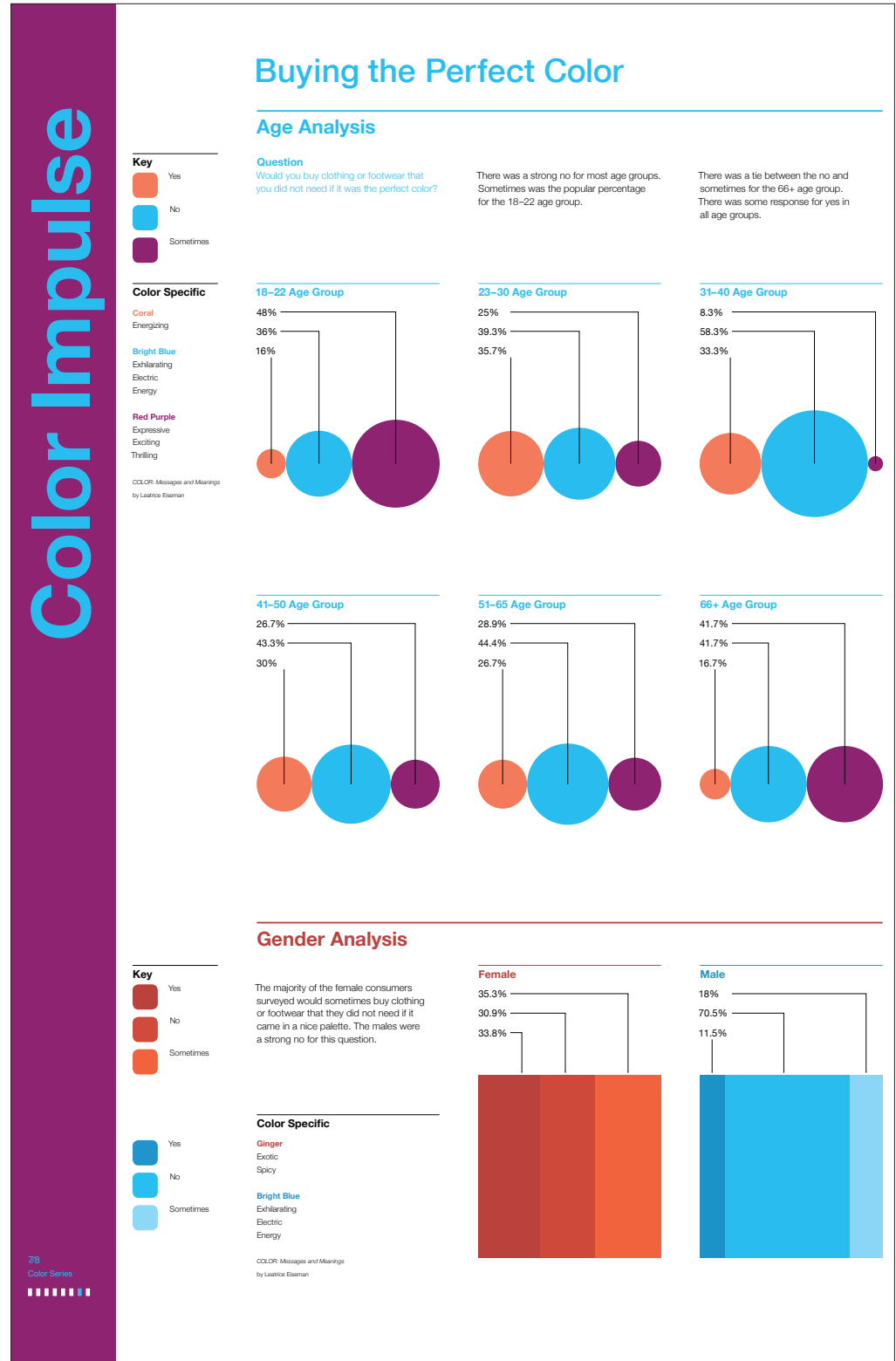
**Color Specific**

**Deep Purple**  
 Prestigious  
 Royal  
 Rich

**Emerald**  
 Jewel-like  
 Luxurious  
 Up-scale

COLOR: Messages and Meanings  
 by Leatrice Eiseman

## Poster Series: Poster 7



# Poster Series: Poster 8

Color Indulgence

## Purchasing Multiple Colors

### Age Analysis

**Question**  
 Would you buy more than one of something if it came in several nice colors even if you did not need them?

Responses to this question were mixed. The 18-22 age group would sometimes buy multiples of an item if it came in nice colors. The 23-30 and 31-40 age groups stated they would. The 41-50, 51-65, and 66+ would not buy multiple items if it came in several nice colors.

The younger generations are more likely to purchase multiple items in several nice colors over the older generations. The older generations may be more conservative in their color choices as well as spending habits.

**18-22 Age Group**

Response	Percentage
Yes	52%
No	20%
Sometimes	28%

**23-30 Age Group**

Response	Percentage
Yes	28.6%
No	28.6%
Sometimes	42.9%

**31-40 Age Group**

Response	Percentage
Yes	25%
No	16.7%
Sometimes	58.3%

**41-50 Age Group**

Response	Percentage
Yes	33.3%
No	43.3%
Sometimes	23.3%

**51-65 Age Group**

Response	Percentage
Yes	30%
No	43.3%
Sometimes	26.7%

**66+ Age Group**

Response	Percentage
Yes	16.7%
No	58.3%
Sometimes	25%

### Gender Analysis

The majority of the female consumers surveyed would purchase multiples of an item if it came in several nice colors. The majority of males said a strong no. There was a mixture for sometimes in both genders.

**Female**

Response	Percentage
Yes	33.1%
No	27.2%
Sometimes	39.7%

**Male**

Response	Percentage
Yes	29.5%
No	60.7%
Sometimes	9.8%

**Key**

- Yes
- No
- Sometimes

**Color Specific**

**Red Purple**  
 Expressive  
 Exciting  
 Thrilling

**Bright Yellow**  
 Stimulating  
 Energizing  
 Lively

**Bright Red**  
 Impulsive  
 Magnetic  
 Exciting

COLOR: Messages and Meanings by Leatrice Eiseman

**Key**

- Yes
- No
- Sometimes

**Color Specific**

**Red Purple**  
 Expressive  
 Exciting  
 Thrilling

**Bright Pink**  
 Stimulating  
 Exciting

**Chartreuse**  
 Trendy  
 Bold

COLOR: Messages and Meanings by Leatrice Eiseman

8/8  
 Color Series

Conclusion

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**Resolution**

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**Further Implementation**

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## Conclusion

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### Resolution

The survey respondents indicated that color is a very important part of their decision making when purchasing an item. Many respondents didn't realize how much color affects their purchasing habits. This applies not only to the female population but also to the males. An item must not only fit well but also come in appealing colors. However, males are more willing to buy an item that fits well with an unappealing color palette. Both genders agree that quality is not something that would ever be sacrificed for the perfect color. The item needs to function and fit well in order to be considered for purchase by the consumer.

The younger generation seems more concerned with the aesthetics of a product than the middle age groups. Middle age groups are more concerned with price than the older age groups. This may be that the older generation is more free to spend their money since they are retired and may not have co-dependents like children which the middle age group may have. The younger generation is more into following trends and having the latest item in fashion and is more likely to splurge on items than the more money conscious middle age groups.

The economy most likely has an impact on the way the survey was answered. People who in the past would buy one item in several colors now are more likely to be limiting themselves to one color way. Females, especially the younger generations, are still more likely to buy the same item in several colors.

This thesis has enlightened respondents and has had a positive affect on people's perception of color and how integral it truly is to design because color can greatly affect our moods as well as our awareness of the objects around us. Color psychologist, Angela Wright, stated that "It is the combination of colors that triggers the response and we do not respond to just one color, but to colors in combinations" (Wright, 66).

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### Further Implementation

This thesis contains pertinent information that could be further developed for the use of design students. A small desktop design kit which could be easily accessible and available for each design student would be quite useful. The information from each poster could be designed in a way that would fit on small cards which would be handy and easily accessible to the students and could be used when designing products for class assignments. This would also encourage the student designers to get into the habit of thinking what colors would really work for a specific item in a specific context. The information in this thesis would encourage students to be more scientific in their application of color as opposed to relying on their personal preferences or readily available coloring products. These informative cards as well as the posters could be updated with current statistics from the previous year.

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*Newdesign* 57 (2008): 66-67.

Appendix

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**Appendix I Survey Spreadsheet Document**

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**Appendix II MFA Thesis Panels**

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**Appendix III Thesis Proposal**

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**Appendix IV Thesis Exhibit Show**

Appendix

# Appendix I

## Survey Spreadsheet Document

### Page 1 of 5

Sex Age:	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1 F 23-30	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No
2 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
3 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
4 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
5 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
7 F 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
8 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
9 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
10 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
11 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
12 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
13 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
14 M 18-22	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
15 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
16 M 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
17 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
18 M 18-22	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
19 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
20 M 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
21 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
22 M 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
23 M 18-22	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
24 M 18-22	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
25 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
26 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
27 M 18-22	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
28 F 41-50	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
29 F 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
30 F 51-65	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
31 M 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
32 F 41-50	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
33 F 51-65	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
34 M 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
35 F 51-65	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
36 F 23-30	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
37 F 18-22	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
38 F 31-40	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
39 F 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
40 F 31-40	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
41 M 41-50	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
42 M 31-40	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
43 F 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
44 F 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
45 F 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
46 F 23-30	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
47 F 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
48 F 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
49 M 41-50	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
50 F 51-65	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
51 F Above 65	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
52 M 51-65	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
53 F 51-65	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
54 F 41-50	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Sounds like a fun study, good luck!

Color is more important than I originally thought.



Appendix

# Appendix I

## Survey Spreadsheet Document

### Page 3 of 5

91	M	23-30	Sales Manager	both	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	Color doesn't make deals, it breaks deals.
92	F	23-30	Graphic Design	both	Yes	Yes	Yes	Yes	St	St	St	St	St	St	St	St	St	St	With a limited income I don't spend for clothes that I don't need. I do like bargains and would sacrifice some color but nothing obnoxious.
93	F	51-65	RN	both	Yes	No	St	Yes	No	No	No	No	No	No	No	No	No	Yes	Great questions - I look forward to hearing more about your research.
94	M	41-50	Pastor	both	Yes	St	Yes	Yes	St	No	No	No	No	No	No	No	No	Yes	Although color is important, quality and price are more so when making purchasing decisions
95	F	41-50	Teacher	both	St	St	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	
96	M	41-50	pressman	necessity	Yes	St	Yes	St	No	No	No	No	No	No	No	No	No	Yes	
97	F	51-65	Educator	both	Yes	No	Yes	Yes	No	Yes	No	St	St	No	No	No	No	Yes	
98	F	41-50	compliance officer	both	St	Yes	Yes	Yes	No	St	No	No	No	No	No	No	No	St	
99	M	51-65	real estate broker	both	Yes	No	Yes	Yes	No	No	No	St	No	St	No	St	St	St	
100	F	51-65	Court reporter	both	Yes	St	No	Yes	St	No	Yes	St	Yes	Yes	Yes	Yes	Yes	Yes	
101	F	51-65	retired	both	Yes	St	No	Yes	St	No	No	No	No	St	St	St	St	St	
102	F	31-40	Developmental Services Intake Case Manager	both	Yes	Yes	Yes	Yes	Yes	No	No	St	St	No	No	No	No	Yes	
103	F	51-65	Office Manager	both	No	St	Yes	Yes	No	No	St	No	No	No	No	No	No	No	
104	F	41-50	Teacher	necessity	Yes	St	Yes	Yes	No	No	St	No	No	No	St	No	No	St	
105	M	Above 65	attorney	necessity	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
106	F	51-65	Teacher	necessity	Yes	St	Yes	Yes	St	No	St	No	St	No	No	No	No	Yes	
107	F	51-65	bookkeeper	both	Yes	Yes	Yes	Yes	Yes	St	No	No	No	No	No	No	No	Yes	
108	F	51-65	Ed Tech	both	Yes	No	Yes	Yes	No	Yes	No	Yes	Yes	No	No	No	No	Yes	
109	F	51-65	educator	both	St	Yes	Yes	St	No	St	No	No	No	No	No	No	No	Yes	
110	M	51-65	Clinical Psychologist	necessity	Yes	No	Yes	Yes	No	No	No	No	No	No	No	No	No	St	
111	M	51-65	Consultant	both	St	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	St	
112	F	51-65	teacher	both	Yes	No	Yes	Yes	St	No	St	No	No	No	No	No	No	Yes	
113	F	51-65	student	both	Yes	Yes	Yes	Yes	Yes	No	St	No	St	Yes	No	St	St	St	My inclination is to look around more to find an item or my color: if I am patient, I will find one o my color. Good luck with your thesis.
114	M	51-65	Software Developer	necessity	Yes	No	St	Yes	Yes	No	No	No	No	No	No	No	No	Yes	
115	F	51-65	Education-Administration	both	St	St	St	Yes	St	St	No	St	No	No	No	No	No	St	
116	F	51-65	Speech-language Pathologist	both	Yes	St	Yes	Yes	St	St	No	St	Yes	No	St	Yes	No	St	
117	M	51-65	DBA	necessity	Yes	St	No	Yes	Yes	Yes	No	No	No	No	No	No	No	Yes	
118	F	41-50	education administration	necessity	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	St	No	Good Luck!
119	M	51-65	writer/editor	necessity	St	St	Yes	St	No	No	No	No	No	No	No	No	No	No	
120	M	Above 65	Retired	both	St	St	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	
121	F	51-65	retired teacher	both	Yes	No	Yes	Yes	St	No	No	No	No	St	No	St	St	Yes	I recently bought many shirts I didn't need because they were a beautiful color. I sometimes buy running shoes that are wierd colors and I replace them more quickly because I don't like the color. So bad colors can cause higher consumption of some necessary items. Good color causes impulse buying in me.
122	F	41-50	teacher	necessity	Yes	No	Yes	Yes	Yes	St	Yes	Yes	Yes	Yes	No	Yes	No	St	
123	F	51-65	Pension Analyst	both	Yes	No	Yes	Yes	Yes	St	No	No	No	No	No	No	No	St	Interesting survey! Good luck with your studies! Kate Quinn Finlay
124	F	51-65	social worker	both	Yes	Yes	Yes	Yes	Yes	St	Yes	Yes	Yes	St	St	No	St	St	
125	M	51-65	Teacher	necessity	Yes	St	Yes	Yes	Yes	St	No	No	No	No	No	No	No	Yes	
126	F	51-65	teacher	necessity	Yes	Yes	Yes	Yes	St	Yes	St	Yes	St	Yes	St	St	No	St	
127	F	Above 65	retired	both	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	Yes	No	Yes	
128	F	51-65	physician	both	Yes	No	Yes	Yes	Yes	St	No	Yes	St	No	Yes	St	St	St	
129	M	Above 65	Former counselor - retired	both	Yes	No	Yes	Yes	St	No	No	No	No	No	No	No	No	Yes	Good luck on your thesis, Kate!
130	M	51-65	Retired	both	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	Yes	
131	M	51-65	Educator	both	St	No	St	Yes	Yes	No	No	No	St	No	No	No	No	Yes	Good Luck, Kate!
132	M	51-65	Psychological Examiner	both	Yes	No	Yes	Yes	No	No	No	No	No	No	No	No	No	Yes	
133	M	51-65	Security Guard	both	St	No	No	Yes	Yes	No	No	No	No	No	No	No	No	Yes	
134	M	51-65	Human Resources Director	both	St	Yes	No	Yes	Yes	No	No	No	No	No	No	No	No	Yes	Good luck with your project!! Rich V

Appendix

# Appendix I

## Survey Spreadsheet Document

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135	M	51-65	education administrator	necessity	St	No	No	No	No	No	No	No	No	No	No	No	No	No	No	Yes	No	No	Yes	I select items based on need and function. I'm color blind. Can't really tell what it is anyway, so I don't really care about it's color!!!
136	F	51-65	Retired	necessity	Yes	No	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No	
137	F	Above 65	retired	both	Yes	St	No	St	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	Yes	
138	M	Above 65	teacher	necessity	Yes	Yes	Yes	Yes	No	No	Yes	No	No	No	St	No	No	No	No	No	No	No	Yes	
139	F	51-65	Retired School Counselor	necessity	St	No	Yes	Yes	No	No	Yes	No	St	St	No	St	No	St	No	No	No	No	Yes	Will we also get to see the results of your survey and subsequent thesis? Interesting topic! Good luck!
140	F	41-50	teacher	necessity	Yes	No	Yes	Yes	No	No	Yes	No	St	St	No	St	No	St	No	St	St	St	Yes	Color rules!
141	F	51-65	teacher	both	Yes	No	Yes	Yes	St	No	Yes	No	No	No	No	No	No	No	No	No	No	No	Yes	
142	F	Above 65	retired banker	both	Yes	St	Yes	Yes	St	Yes	St	No	Yes	Yes	No	Yes	No	Yes	No	No	No	No	Yes	Way to go Katie--Best of luck.
143	F	51-65	Educator	both	St	Yes	St	Yes	Yes	St	Yes	No	No	No	No	No	No	No	No	St	No	No	Yes	Good luck!
144	F	Above 65	Retired teacher	both	St	Yes	St	Yes	Yes	St	No	St	No	St	St	No	St	No	No	No	No	No	St	Kate: Will be interested to read your thesis once your mother has a copy. Sent with love and best wishes. Connie England
145	F	51-65	Registered nurse	both	Yes	No	St	Yes	No	No	St	No	St	St	No	St	No	No	No	No	No	No	Yes	Good luck with your survey Kate. I would be interested in the results. Is that something you could share? Cheryl Pelletier
146	F	51-65	Administrative Assistant	both	St	Yes	St	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	Yes	
147	F	23-30	IT Manager	both	Yes	St	Yes	Yes	St	Yes	St	Yes	St	St	Yes	Yes	No	St	No	No	St	No	Yes	
148	F	51-65	Educator	both	Yes	St	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	St	No	St	No	Yes	
149	F	51-65	retired	necessity	Yes	No	St	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	Yes	Good Luck with your project!
150	F	51-65	retired teacher	both	Yes	No	Yes	Yes	No	No	No	No	Yes	St	No	No	Yes	St	No	No	No	No	Yes	nice survey, good luck. please let me know how you did. love to you, your favorite sixth grade teacher!
151	F	Above 65	Speech Pathologist	necessity	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	St	Good Luck to you!
152	F	Above 65	retired	both	St	Yes	Yes	Yes	St	No	No	No	No	No	No	No	No	No	No	No	No	St	Yes	
153	M	51-65	Technology Director	both	St	St	Yes	Yes	St	No	No	No	No	No	No	No	No	No	No	No	No	St	Yes	
154	F	51-65	secretary	both	Yes	No	Yes	Yes	Yes	No	No	No	St	Yes	Yes	No	No	Yes	No	No	No	No	Yes	
155	M	51-65	social work	necessity	Yes	No	Yes	Yes	Yes	St	St	No	No	No	No	No	No	No	No	No	St	No	St	good luck
156	F	51-65	teacher	both	Yes	St	Yes	Yes	Yes	No	Yes	St	No	St	St	No	St	No	No	No	No	Yes	Color makes a huge difference when making any kind of purchase. Before I make a purchase, items need to be visually appealing and color is extremely important to me.	
157	F	41-50	homemaker/florist	both	Yes	No	Yes	Yes	St	No	Yes	No	Yes	Yes	Yes	No	Yes	Yes	No	No	No	No	Yes	
158	F	51-65	Retired medical transcriptionist	both	Yes	No	Yes	Yes	St	No	Yes	No	No	St	No	No	No	No	No	No	No	No	Yes	
159	F	51-65	retired	necessity	Yes	Yes	Yes	Yes	Yes	Yes	St	No	No	No	No	No	Yes	No	No	No	No	No	Yes	Color absolutely plays a role in the purchases I make. Another factor that influences my purchases in relation to color is how I will be perceived by others. When shopping I will sometimes ask myself if the color I am buying appropriate for the function/event I am purchasing it for? If the outfit/item is not for a particular function will the color drastically limit the number of places that it would be appropriate to wear/take the article? People do make assumptions based on your color and product choices. Colors sometimes provide a source of credibility. As a woman there are more socially acceptable color options when compared to men.
160	F	23-30	Designer	both	Yes	St	Yes	Yes	Yes	St	No	No	No	No	No	No	No	No	No	No	Yes	No	Yes	
161	F	51-65	teacher	both	Yes	St	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	
162	F	31-40	school administrator	both	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	No	No	Yes	Yes	
163	F	41-50	Education/Business Owner	necessity	Yes	St	Yes	Yes	Yes	No	Yes	No	Yes	Yes	No	Yes	Yes	No	Yes	No	No	No	Yes	INTERESTING IDEA. COLOR IS VERY IMPORTANT TO ME.
164	F	Above 65	OCCUPATIONAL THERAPIST	necessity	Yes	St	Yes	Yes	Yes	St	No	No	St	No	No	No	St	No	No	St	No	No	Yes	
165	F	51-65	nurse	necessity	Yes	No	Yes	Yes	St	No	No	St	No	No	No	Yes	Yes	No	No	No	Yes	No	No	Good luck, Kate.
166	F	51-65	retired	both	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	No	No	No	No	Nance
167	F	51-65	Behaviorist	necessity	St	No	Yes	Yes	St	No	No	No	No	No	No	No	No	No	No	St	Yes	No	Good luck	

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# Appendix I

## Survey Spreadsheet Document

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168	M	51-65	Law enforcement - State of Maine	necessity	St	Yes	No	Yes	Yes	Yes	Yes	No	No	St	No	No	Yes	Yes	Excellent survey. Taken by a male, Mr. Austin! I'd love to see the results! Good luck, Kate! Namaste!
169	M	51-65	Executive Director	necessity	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes	Yes	Bill Cumming
170	F	51-65	teacher	both	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	No	St	Yes	Good luck!
171	F	51-65	consultant-management and operations	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	No	No	St	Yes	well done!
172	F	51-65	teacher	both	Yes	St	Yes	Yes	Yes	Yes	Yes	No	No	St	No	No	St	Yes	I was happy to participate in this survey. All the best to you in your work on this thesis.
173	F	51-65	speech pathologist	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes	Yes	
174	F	Above 65	nurse practitioner	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	No	No	St	Yes	
175	F	41-50	ED Tech	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	No	No	St	Yes	
176	F	41-50	Air Traffic Controller	both	Yes	St	Yes	Yes	Yes	Yes	Yes	No	No	St	No	No	St	Yes	
177	F	23-30	hospitality	both	Yes	St	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	No	St	Yes	
178	F	51-65	Education Technician	both	Yes	St	Yes	Yes	Yes	Yes	Yes	No	No	St	No	No	St	Yes	
179	F	41-50	CMA	necessity	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No	St	Yes	
180	F	23-30	Graphic Design	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	Yes	St	Yes	
181	F	23-30	student/teacher/graphic designer/rockstar/aspiring actress	both	Yes	No	St	Yes	Yes	Yes	St	No	No	St	St	St	Yes	St	
182	F	23-30	Design Materials and Color	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	No	No	Yes	
183	F	31-40	Print estimator/Star Wars geek	necessity	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	Yes	Would be interested in knowing what color or color palette is most popular. I like pink in accessories only (ie. iPhone case, pocket book) but would not purchase or wear pink clothing. Interesting survey. Best if luck on your thesis!
184	F	23-30	Retail Manager	both	St	Yes	St	Yes	Yes	Yes	Yes	No	No	No	Yes	No	St	Yes	
185	M	41-50	Chemist	necessity	St	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	St	St	
186	F	31-40	Educator	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	Yes	
187	F	31-40	Sales Account Manager	necessity	Yes	No	Yes	Yes	Yes	Yes	No	No	No	No	No	Yes	Yes	Yes	
188	M	41-50	Consultant	both	St	Yes	St	Yes	Yes	Yes	Yes	No	No	No	No	No	St	Yes	
189	F	31-40	author	necessity	St	Yes	No	Yes	Yes	Yes	No	No	No	St	No	No	No	Yes	
190	F	23-30	manager	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	No	St	Yes	
191	F	18-22	Designer	both	Yes	Yes	St	Yes	Yes	Yes	St	No	No	St	Yes	No	St	Yes	When I'm shopping color also really depends on my mood. If I need a pick me up, I may go for something yellow or brightly colored. If I'm just in a normal mood, I'd stick to my favorite colors. LOVE YOU GOGETUM!
192	F	51-65	Education	both	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	No	St	Yes	Some tough choices and questions!
193	F	23-30	Graduate Student	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No	Yes	Yes	If I find an item (such as clothing) that is a great cut, style and color, I will usually find a way to "need" it.
194	F	51-65	registered nurse	both	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No	St	Yes	With larger items, such as cars, I'm not as picky. There are a few colors I absolutely won't/would not buy in an automobile.
195	F	23-30	Student	both	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No	St	No	
196	M	23-30	management	necessity	Yes	St	Yes	Yes	Yes	Yes	Yes	No	No	No	No	St	St	No	
197	M	23-30	English Teacher	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	St	No	Yes	
198	F	31-40	designer	both	Yes	No	Yes	Yes	Yes	Yes	Yes	No	No	St	St	No	St	Yes	
199	M	23-30	program specialist	both	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No	Yes	Yes	
200	F	51-65	educator	both	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	St	Yes	St	No	Yes	



## Appendix II

### MFA Thesis Panels 18x23

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# The Influence of Color On Purchasing Decisions Related to Product Design

**Kate Goguen**  
MFA Thesis Candidate  
Graduate Graphic Design MFA Program  
School of Design  
Rochester Institute of Technology

**Thesis Committee**  
**Chief Advisor**  
Professor Nancy Cusick  
School of Design  
Rochester Institute of Technology  
**Associate Advisor**  
Professor Carol Filip  
School of Design  
Rochester Institute of Technology  
**Associate Advisor**  
Professor John Owen  
School of Design  
Rochester Institute of Technology

Relevance	Goals	Key Questions
<p>The general topic of this thesis is color practice. This topic is relevant because color is an essential part of design, which is commonly overlooked. Color needs to be integrated and implemented into the design process instead of viewed as an after thought.</p> <p>This thesis will focus on how color is executed in design and how it enhances or exacerbates a product's success based on the color palettes.</p>	<p>The goal of this thesis is to show that bad design in good color palettes will appeal to consumers when compared to great design done in poor color palettes.</p> <p>This will help designers understand that color is essential to design and how it may make a consumer gravitate towards a particular product whether designed well or not.</p>	<ul style="list-style-type: none"><li>• Will the consumer want to buy a poorly thought out design if it has an irresistible color combination?</li><li>• Will a consumer overlook or reject a well-designed graphic or product that has a poor color combination?</li></ul>

*Color makes a huge difference when making any kind of purchase. Before I make a purchase, items need to be visually appealing and color is extremely important to me.*

Female, 51-65 Age Group, Teacher

*Good color causes impulse buying in me.*

Female, 41-50 Age Group, Teacher

## Appendix II

### MFA Thesis Panels 18x23

#### Page 2 of 2

# The Influence of Color On Purchasing Decisions Related to Product Design

**Kate Goguen**  
MFA Thesis Candidate  
Graduate Graphic Design MFA Program  
School of Design  
Rochester Institute of Technology

## Project Definition

This thesis explores color practice and its relationship to product and packaging design and how color combinations can greatly affect the reaction consumers have in relation to a specific product.

A product, including its packaging and graphic imagery, can be designed well, yet have a lifeless or garish color palette which may contribute to its lack of consumer enthusiasm.

This can be the same for a product and its package design or graphic imagery, which may come in an irresistible color combination, but is poorly designed in terms of form, ergonomics or functionality.

The right color usage may easily persuade a consumer to gravitate to the product despite its poor design. It is essential in design to combine form, function, aesthetics, and color harmony in a single product.

## Target Audience

- Graphic Design Students
- Industrial Design Students

## Survey

- The survey was conducted using Survey Monkey and distributed through:
  - Facebook
  - E-mail
  - In class surveys
- It included both male and female responses ages 18 and up.
- The respondents all lived in the United States.

## Application

- Ideally, this poster would be promoted by a color organization like Pantone, HKS Color System, Toyo Color or even color trend consultants like Worth Global Style Network (WGSN), COLOURFlowers and Color Marketing Group (CMG).
- Posters are the vehicle with which the research, data, and analysis will be presented to the designers.
- These posters are meant to be used as an aid, consisting of the pertinent information that will be useful to the designs of graphics, packaging, and products.
- This survey addresses how consumers view color when it comes to design.
- The posters will be divided by Age Analysis and Gender Analysis. These two variables are important to acknowledge when designing for the consumer.

*Color is very important in my purchasing decision, but has become less so now that my budget is so limited. I'll buy something if it's cheap now, even if it's a bit flashy or too drab in color, whereas only a few years ago I'd pass up such a purchase, or spend the extra money to get the color I'd prefer.*

Female, 31-40 Age Group, Sales Account Manager

*Color is more important than I originally thought.*

Male, 51-65 Age Group, Engineer

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## Appendix III

Thesis Proposal

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# The Influence of Color On Purchasing Decisions Related to Product Design

**Kate Goguen**

Thesis Proposal for  
Master of Fine Arts Degree  
Rochester Institute of Technology  
CIAS, School of Design  
MFA Graduate Graphic Design

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## Appendix III

### Thesis Proposal

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## Thesis Proposal for The Master of Fine Arts Degree

### Thesis Committee Approvals

**Kate Goguen**  
Rochester Institute of Technology  
College of Imaging Arts and Sciences  
School of Design  
MFA Graduate Graphic Design

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Chief Adviser	Date
Professor Nancy Ciolek School of Design	

**Title**  
The Influence of Color  
On Purchasing Decisions  
Related to Product Design

---

Associate Adviser	Date
Professor Carol Fillip School of Design	

**Submitted by**  
Kate Goguen  
November 17, 2010

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Associate Adviser	Date
Professor Josh Owen School of Design	

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Administrative Chair Person	Date
Professor Patti Lachance School of Design	

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## Appendix III

### Thesis Proposal

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## Situation Analysis

### Keywords

Color Palette, Color Combination or Colorways, Product Design,  
Consumerism, Marketing

### Analysis

The general topic of this thesis is color practice. This topic is relevant because color is an essential part of design which is commonly over looked. Color needs to be integrated and implemented into the design process instead of viewed as an after thought. This thesis will focus on how color is executed in design and how it enhances or exacerbates a product's success based on the color palette chosen.

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## Appendix III

### Thesis Proposal

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## Problem Statement

This thesis explores color practice and its relationship to product and packaging design and how color combinations can greatly affect the reaction consumers have in relation to a specific product. A product including packaging and graphic/visual imagery can be designed well, yet have a lifeless or garish color palette which may contribute to its lack of consumer enthusiasm. This can be the same for a product and package design or graphic/visual imagery, which may come in an irresistible color combination, but is poorly designed in terms of form, ergonomics or functionality. The right color usage may easily persuade a consumer to gravitate to the product despite its poor design. It is essential in design to combine form, function, aesthetics, and color harmony in a single product.

This thesis will demonstrate that if color is missing or poorly applied the product will be less successful. It will also explore the juxtaposition of good design with poor color palettes when compared to bad design done in good color palettes and how the consumer reacts to this use of color and design as a whole. Will the consumer want to buy a poorly thought out design based on an irresistible color combination? Will a consumer overlook or reject a well-designed graphic or product based on a poor color combination? The goal of this thesis is to show that bad design in good color palettes will appeal to consumers when compared to great design done in poor color palettes. This will help some designers understand that color is essential to design and how it may make a consumer gravitate towards a particular product whether designed well or not. Color is truly what sells a product. It is the first thing a consumer notices. We don't live in a black and white world, but in a vibrant, lively atmosphere of expressive colors.

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## Appendix III

### Thesis Proposal

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## Survey of Literature

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### Introduction

This thesis will focus on color practices and how it relates to both graphic and industrial design. Online and offline journal articles from the Wallace Center related to marketing, consumerism, color, product and packaging design will be utilized. Books and other written sources also related to these subjects will be evaluated for research potential.

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### Color Theory

#### *Color Harmony Logos*

By Christopher Simmons, Tim Belonax, Kate Earhart  
Rockport Publishers, Inc., 2006

This book talks about color selection for brand identity. It gives examples of specific color combinations. It also details basic color theories like how color creates a particular story or mood. It also takes you through the color wheel and color relationships. The book is divided up by color themes like True Blue, Classic and All Natural. Different color combinations are located within these color themes.

#### *Understanding Color: An Introduction for Designers*

By Linda Holtzschue  
Van Nostrand Reinhold Publishers Inc., 1995

This is an over all basic book on color which discusses the effect light has on color, color theory, and color descriptions like tints, value, primary and secondary colors. The two main chapters on how to use color: color harmony and color affects would benefit my research the most. This book also discusses the terminology used when communicating about color.

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## Appendix III

### Thesis Proposal

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##### *Principles of Color Design*

By Wucius Wong 1997, 2nd edition.

Van Nostrand Reinhold

Wong is an internationally well-known and respected fine artist. The principles of color harmony are discussed at length in this book. It is a pretty basic book on color theory and the principles of design like lines, planes and rhythm. It does go into using color digitally but the programs are out dated and not too beneficial. This book is a good refresher on design and color principles for designers and artists.

##### *An Eye For Color*

By Olga Gutierrez De La Roza

Harper Collins Publishers, 2007

Olga is a designer, artist, and professor of design at Pratt Institute. She finds color inspiring and discovers interesting palettes in her everyday life not just in design and art but also in nature. This book is composed of many different palettes that she has put together over time to help inspire designers and artists in the creation of their own palettes. The book is organized by primary and secondary colors including black and white and each chapter is dedicated to one specific color. This book will definitely help me out when I begin to design my thesis project. The color combinations are inspiring.

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## Graphic Design

##### *Design Basics*

By Joyce Rutter Kaye

Rockport Publishers, 2002

This book is geared towards graphic design beginners as well as seasoned designers. Kaye discusses layout, typography, and color use in packaging and other print based designs. The book is full of product examples showcasing the skill of balancing these three elements of design. I found it insightful and the examples interesting.



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#### Packaging Design

##### *It's a Matter of Packaging*

Art Directed by Victor Cheung

Viction: Workshop Publishers 2006, 2nd edition

This book discusses the reasons for packaging and how it has become an art form. The consumer usually gravitates towards a well packaged product when the prices of two different products are relatively close. Packaging can be enhanced from the materials and colors used to design it. Various design companies were interviewed about their package designs and specific projects they have completed that are considered successful. This is a good book for the design professional giving some good visual examples to ponder from toy design, CDs, bags to hang tags.

##### *Color Management for Packaging: A Comprehensive Guide for Graphic Designers*

By John T. Drew and Sarah A. Meyer

RotoVision Books, 2008

This book discusses the importance of color in packaging design. Color is what allows a package to stand apart from other products and it is a part of what sells a product. This book explains the color and packaging process through case studies. It's divided into sections: one and two color, three color, four color, and spot color-packaging designs. The book later goes into detail about finishes applied to the surface of a package, the materials like types of paper, storage display and aging, color management for print, color legibility and color association. If I go the package design route for my thesis project this will be a valuable source of information.

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#### Product Design

##### *Colour In Industrial Design*

By Dale Russell

The Design Council 1991

Dale, a consultant for the creative director of the Color Group, has conducted case studies on companies like Pentagram and Jaguar to see how they have successfully used color application in their products. Color tends to be an after thought for most product designers although it is as important as form, function, technology, and finance. Color is what sells a product and can make or break its success.

Dale discusses the fact that many companies hire freelance color consultants to refresh their product lines in order to boost their sales. I think the section on people's psychological reactions to color will be good information for my thesis.

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#### Footwear

##### *The Sneaker Book: Anatomy of an Industry and an Icon*

By Tom Vanderbilt

The New Press, 1998

Vanderbilt discusses how sneakers have become a major part of pop culture. He goes into the history of the sneaker, the design and implementation process, advertising, and marketing. He discusses all footwear brands and he even makes the distinction between types of sneakers, like cross trainers, running, and tennis shoes. There is also an interesting time line that points out what company was the first to invent certain aspects of a sneaker that today are now mainstream in footwear design. This is definitely a valuable resource for me if I go the sneaker route with my research.

##### *Sneaker Wars*

By Barbara Smit

Harper Collins Publishers, 2008

This book focuses on Adidas and Puma, which were founded by the German Dassler brothers. It goes into the history of the two companies and what caused the feud between the two brothers during WWII. The feud led the brothers to splitting up their families footwear company resulting in the two separate shoe companies Adidas and Puma. This book is definitely interesting but the topic may be too specific to my thesis research.

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#### Marketing and Commerce

*The Colour Handbook: How to use Colour in Commerce and Industry*

EP Danger

England: Gower Technical Press Ltd, 1987

“This book is concerned primarily with the use of colour in achieving maximum sales and optimum working conditions and therefore with the marketing, selling and productivity aspects of colour”.

Guide for the following:

colour principles, colour selection techniques. colour usage for sales in many areas like consumer product, graphical applications, industry, interior design and so on.

“In any commercial application colour should never be chosen without good reason, and personal preferences should be eschewed”. (pg xix)

The book explains about the likes and dislikes of customers and their preferences to certain colors. The book is geared towards marketing as well as advertising agents, designers and retailers. The authors been a color research consultant for over thirty years prior to the printing of this book.

*The Laws of Choice*

Eric Marder

The Free Press, 1997

This book focuses on consumer behavior based on unpublished studies conducted by a market research surveyor. There are three laws of choice behavior according to Marder; the Law of Congruence, the Law of Primacy, and the Law of Persistence.

Congruence: congruent choice situations have equal choice vectors.  
(the quality or state of agreeing or corresponding.)

Primacy: an individual for whom, at the moment of choice, n brands are tied for first place in brand strength, chooses each of these n brands with probability  $1/n$ .

Persistence: the effect produced by a message is made up of two components: a transient effect and an intrinsic effect. The transient effect decays rapidly. The intrinsic effect lasts indefinitely.

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##### *Colours*

Verner Panton

Design DK Vol.4 1997

Choosing colour should be a conscious decision, not a gamble, according to Panton. NCS or Natural Color System is a legitimate color system founded on human color perception. It is based on what they consider to be the six pure primary colors: white, black, yellow, red, blue and green. This system is used world wide by professionals who deal with color on an everyday bases. There are 1,750 standard color samples available. Color can be used to target specific markets. Once color can be used to draw in a certain type of consumer and the same product in a different color can draw in a totally different group of consumers. Companies like Mercedes-Benz use color to signify their class of car which also reflects a consumer's income in society. Color can also be used to distinguish between several products in a series. Color is also important in communicating information and specific messages.

"In the animal kingdom, the males are the colourful ones. Among humans it is the females. Why?"

##### *Evolving Color Concepts*

Leatrice Eiseman

Innovation Vol.27 Spring 2008

Blue tends to be the first choice when looking for a color for corporate branding and identification. Blue can be a challenge since a fresh appeal needs to be taken when utilizing it. Green is a color that is used to enforce sustainable and eco-conscious practices. It also expresses a fresh youthful attitude. Green needs to be used carefully since many products may try to appear "green" or sustainable and may not be.

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#### Psychology

*Colour Why the World Isn't Grey*

Hazel Rossotti

Princeton, New Jersey: Princeton University Press, 1983

"Colour General definition.

A Property of material objects, including sources of light, by which they are visually distinguished as possessing the qualities of redness, greenness, brownness, whiteness, greyness, etc.

Colour Report on Colour Terminology,  
British Colour Group (1948), sect. IV:  
Terms Used in Ordinary Speech" (pg13)

"...colour is a sensation produced in the brain, by the light which enters the eye, and that while a sensation of a particular colour is usually triggered off by our eye receiving light of a particular composition, many other physiological and psychological factors also contribute".(pg 16)

This book talks about light and dark as well as light particles and how it affects color. This book is very scientific and is a bit over my head. There is a section dedicated to the natural world and color, like vegetable and animal colors.

There is also a section on sensations of color dealing with the eye and brain, another section on technology and color. There are several shorter chapters on color meaning and emotion including synaesthetic colors which I may find useful later in the thesis process.

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*Color Bytes*

Jean Bourges

Forest Hills, New York: Chromatics Press, Inc., 1997

“The purest and most thoughtful minds are those which love color the most.”

John Ruskin, *The Stones of Venice*

This book discusses the ways to choose and combine color successfully. The book is broken down into color sections with a psychological profile for each color. It also goes into color detail pertaining to print and CMYK.

“Even primitive culture associated meaning with color and used four different colors to represent the directional points of the compass. Later, philosopher Aristotle and master painter Leonardo da Vinci believed these same colors symbolized the earth’s basic elements: fire, water, earth, and air. In this system, colors are related to four aspects of the human psyche”. (pg 20)

She defines these four colors as reds (including pinks and magentas), yellows (including orange), greens, blues (including purple)

red is blood

yellow is energy

green is life

blue is peace

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### Conclusion

The Wallace Center has an ample amount of research on the subjects researched in this thesis. There are quite a few books on color theory and practices and how it relates to graphic, product, and packaging design. Color is a really important aspect of design that gets overlooked or is considered an afterthought by many designers. Color is what attracts a consumer to the product and makes them want to purchase the item even if it is as comparable to another item of the same price but is designed less attractively. The footwear books were insightful and further research would be beneficial on the subjects of business and marketing strategies involving color as well as product and packaging design.

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## Design Ideation

### Visual Design Components

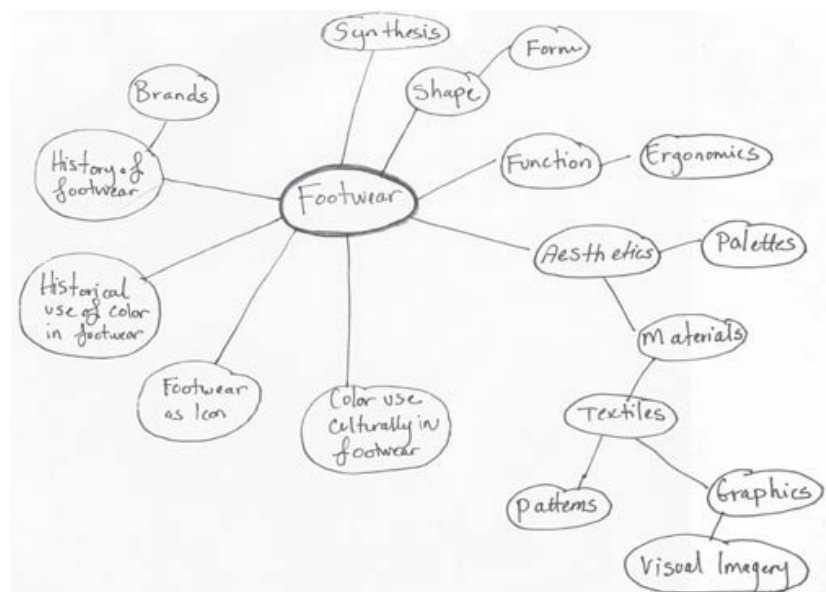
- Color Theory  
color awareness (colors of objects), the uses of color, sensation of color, perception of color, harmony, achromatic scale, color composition, vibration, color interaction, high impact colors, optical mix
- Color Palette and Colorways
- Color Forecasting  
market research, trends, cycles, colorist, Pantone
- Cultural Use of Color  
product design (footwear)
- Historical Use of Color  
product design (footwear);  
What colors were more common at certain times due to dyes available as well as when sneakers became more fashion forward rather than merely practical pieces of clothing.
- Synthesis
- Shape and Form
- Function
- Ergonomics
- Aesthetics
- Material
- Texture

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### Mind Map





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## Methodological Design

The design component of this thesis will most likely be related to footwear because form, function, materials, and especially color are essential to the overall design and implementation of the product. Visual imagery like graphics and ornamentation are a good vehicle to show the thesis hypothesis in action. The graphic imagery will be applied to a product like footwear or a T-shirt or even package design.

The graphic imagery will be shown in several color combinations some more pleasing to the eye than others as well as black and white and grey scale tones. The printed deliverable will be either tabloid or letter size.

A survey will also be developed and conducted to prove my hypothesis, that bad design in good color palettes will appeal to consumers when compared to great design done in poor color palettes. The information and research gathered from the surveys will be implemented into an information graphic.

This thesis is geared towards professional designers as well as students in the design disciplines. Consumers of these products as well as fellow student designers will be part of the testing group when conducting the survey.

### Software

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

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## Implementation Strategies

Research through books and journals will continue to supplement the body of the thesis as well as consultations with a colorist at a footwear company. Based on my findings a survey will be conducted during winter quarter to determine how consumers shop and what kinds of things attract them to a particular item. Using these statistics, an informational graphic will be designed to show the findings and research conducted. Continuation with the research process will also lead to further matrices and mind mapping to help further develop and implement the thesis.

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## Dissemination

### Competitions

*Mind-Blowing Color Competition by Pantone*

Deadline October 13, 2010 (next year, deadline passed)

<http://www.behance.net/Competitions/Mind-Blowing-Color-Competition/1355133info#rules>

*Color In Design Awards*

This competition requires that the work already have been published.

Deadline November 16, 2010 (possible entry next year)

<http://www.howdesign.com/colorawards>

### Other

*Personal Wordpress Blog*

<http://owlgirl82.wordpress.com/>

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## Evaluation Plan

An online survey using survey monkey will be conducted through my Facebook account. Important statistical information like gender, age, occupation, color preferences, brand preferences, and why certain brands are preferred over others will be gathered. The analysis will be both qualitative as well as quantitative. The statistics gathered will be used as the basis for the informational graphic.

<http://www.surveymonkey.com/>

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## Budget

Photocopies \$50

Prints and Matting \$150

Gallery Space \$100

Binding \$100

Promotional (Business Cards, Gallery Postcards) \$80-\$100

Contests \$150

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## Inspiration

### Pattern Design

Pattern based on kitchen tools.  
The dynamic color choices  
make the graphic more  
appealing



Pattern based on  
Japanese Gyotaku fish printing



### Dan Funderburgh

An illustrator and pattern designer creates some interesting graphics  
with unconventional objects: kitchen tools and fish.

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### Inspiration

#### Apparel



#### Faded Glory Sweatshirt

These sweatshirts are a good example in showing how color effects the visibility of pattern. The same pattern in grey seems harsh and more dramatic when compared to the blue sweatshirt with the same pattern. The blue appears softer, muted, more subtle and pleasing to the eye.

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## Inspiration

### Food



### Heinz EZ Squirt Ketchup

In 2000 Heinz created funky colored ketchups, but this was a short lived venture since it was discontinued in 2006. This is an example of poor color use.



### Ore Ida Funky Fries

In 2002 Ore Ida created fun flavored and colored fries which only lasted one year due to poor sales. This is another example of poor color use.

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## Thesis Timeline

### Fall Quarter

Week 1 September 6-11	Thesis Overview
Week 2 September 12-18	Topic Research-Exploration of Thesis Ideas Literature Review
Week 3 September 19-25	Topic Research Literature Review Continued
Week 4 September 26- October 2	Thesis Topic Narrowed Down Literature Review Continued
Week 5 October 3-9	Thesis Proposal Draft Due
Week 6 October 10-16	Research Content More In Depth Begin the Documentation Process Thesis Blog
Week 7 October 17-23	
Week 8 October 24-30	Finalize Committee Continue Revising Draft
Week 9 October 31- November 6	
Week 10 November 7-13	
Week 11 November 14-20	Final Proposal Defense
November 21-28	<i>Fall Break Continue Research</i>

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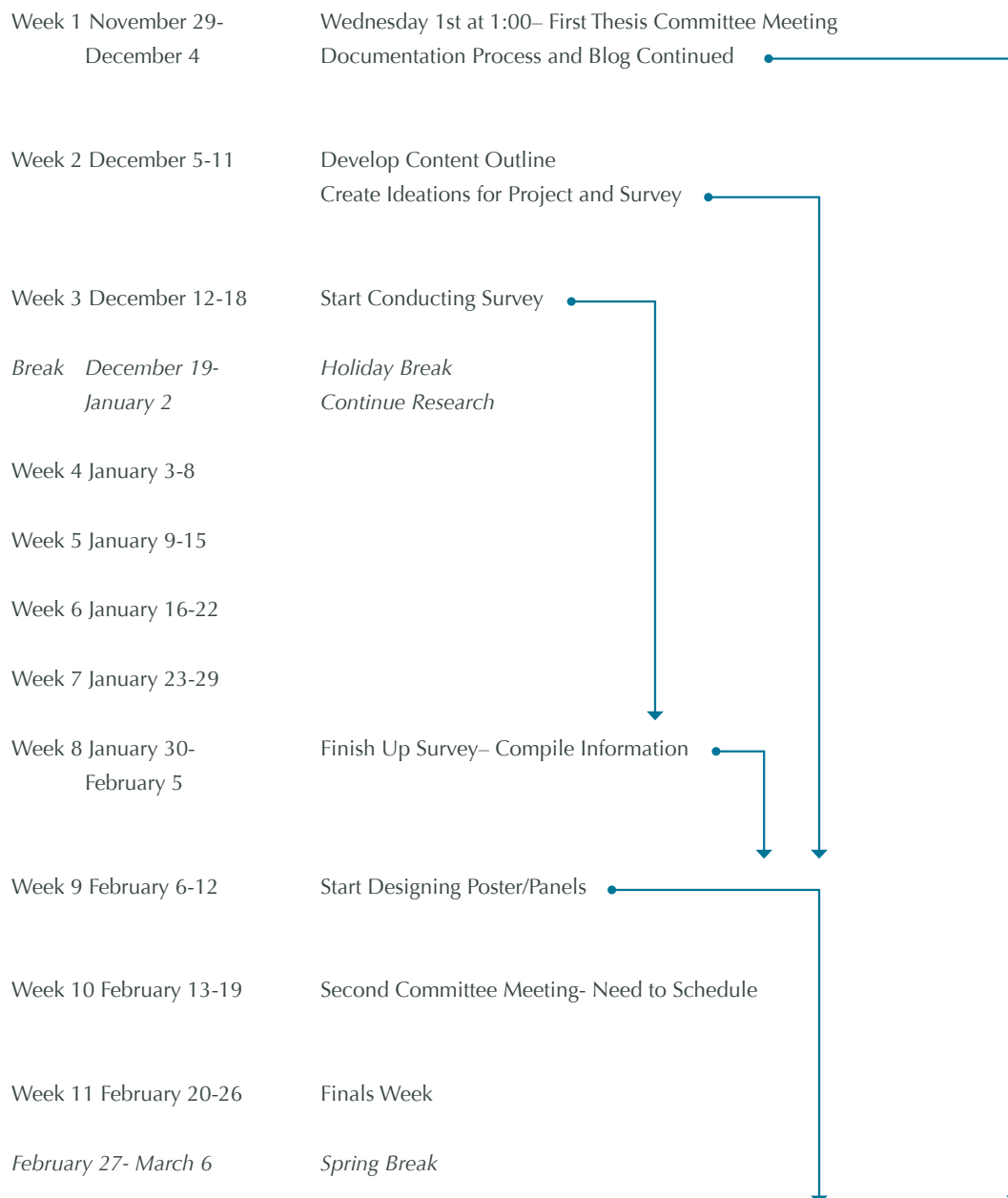
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## Thesis Timeline

### Winter Quarter





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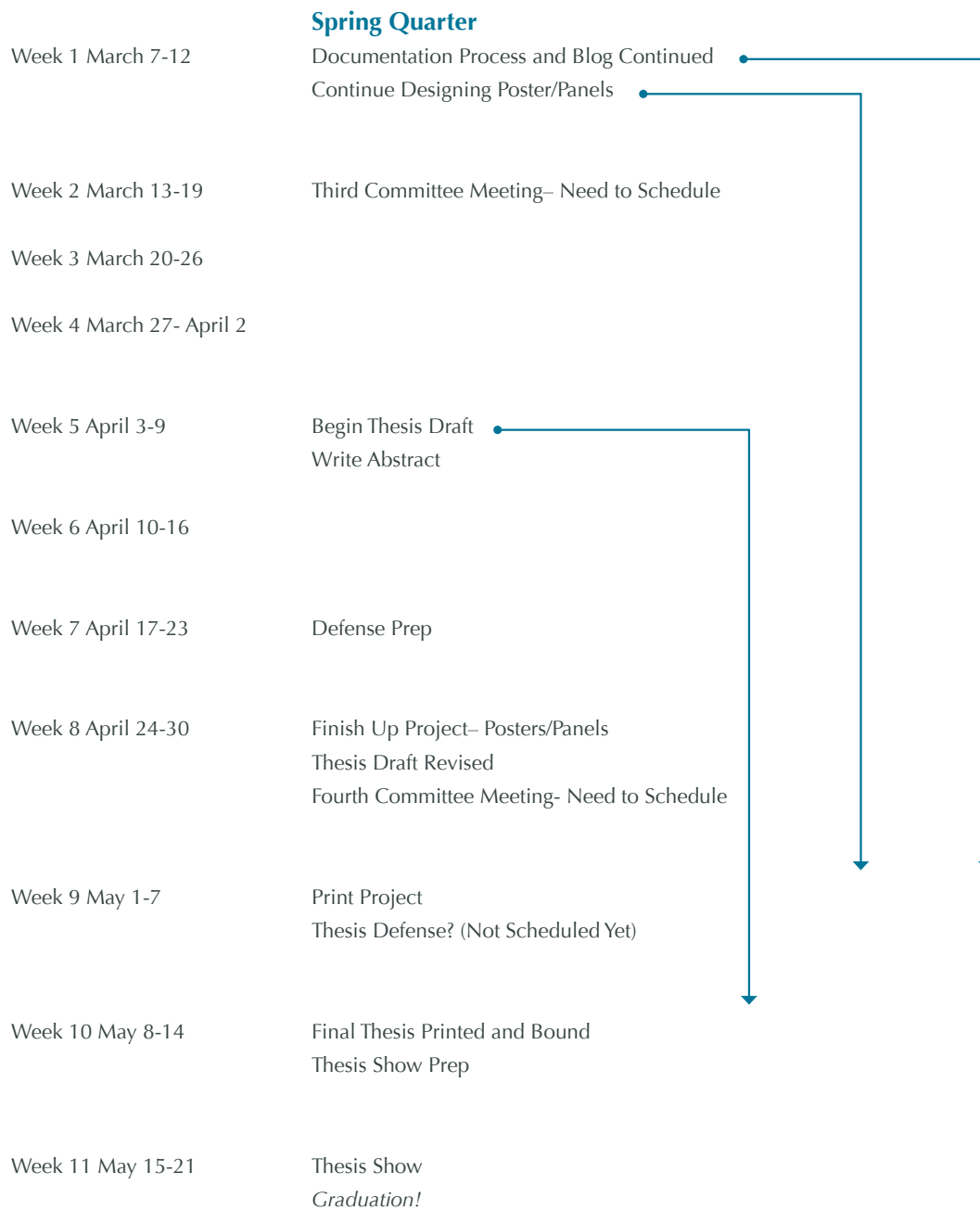
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## Thesis Timeline



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## Bibliography

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By Christopher Simmons, Tim Belonax, Kate Earhart  
Rockport Publishers, Inc., 2006

*Understanding Color: An Introduction for Designers*

By Linda Holtzschue  
Van Nostrand Reinhold Publishers Inc., 1995

*Principles of Color Design*

By Wucius Wong 1997, 2nd edition.  
Van Nostrand Reinhold

*An Eye For Color*

By Olga Gutierrez De La Roza  
Harper Collins Publishers, 2007

### Graphic Design

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Rockport Publishers, 2002

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#### Marketing and Commerce

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*Colours*  
Verner Panton

*Evolving Color Concepts*  
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Princeton, New Jersey: Princeton University Press

*Color Bytes*  
Jean Bourges  
Forest Hills, New York: Chromatics Press, Inc.

# Appendix IV

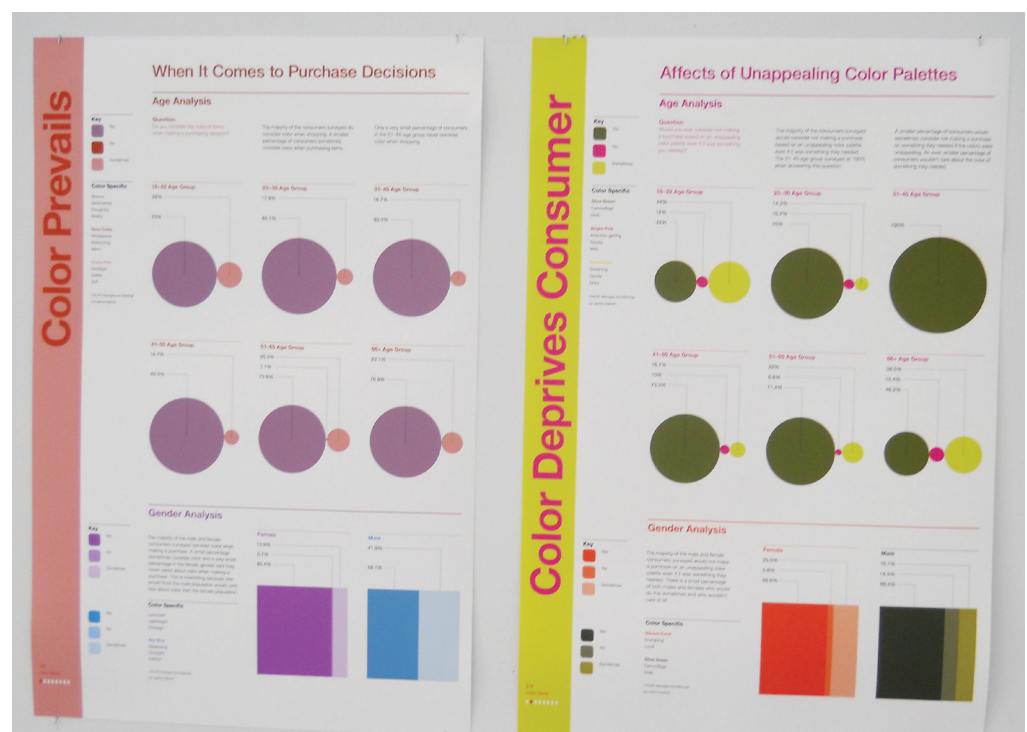
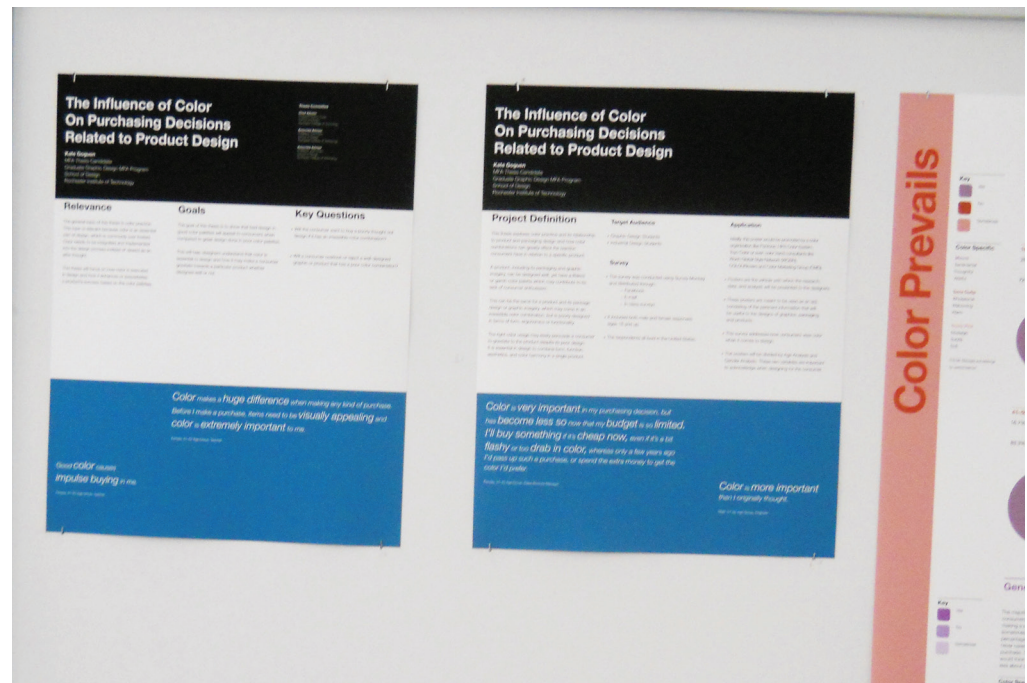
## Thesis Exhibit Show

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# Appendix IV

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