The Research of Image of Texture Presentation for Advertising

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1. Introduction

Eyes receive the most information for human. M. Fessel thinks that the 65% information for human from eyes. The visual information is the most widely and sent fastest. It is called visual communication that converting information to visual information by symbol and sign. The basic elements of vision are shapes, colors, and materials. Computer graphics often represents by vectors, and focuses on shapes and colors rather than materials. So it can’t show natural beauty and texture. Materials are called textures through the feeling. Some researchers confirm textures affected the value feeling and image of products. Textures will add more expression to products design, even change through personal experiences. The textures of products are tactual textures, and this research focus on visual textures. Ching-Tien Yang (1997) sort visual textures into 4: (1) coarse and matt, (2) coarse and shiny, (3) detailed and matt, (4) detailed and shiny. The portrayal of textures is physical, in addition to psychological. For example, metals are felt cold and woods are felt warm.

According to studies, advertising must is conspicuous, consistent, centralism, and popular. In addition, scholars and Advertisement Company special emphasis that advertising must impress people naturally and kindly.[1] This research focuses on communication results of image of textures on advertisement. When designers convey information of advertisement by textures, what the users get the image by vision? This research will find the cognition in common, and strengthen the effect of communication.

2. Methodology

The preliminary investigation according to “the classification of visual textures”[2] sort the material into 4 categories by physical property. With adding the original vector advertisement, there are 5 categories. The samples of advertisement are published international before 2010, and are represented by vector. The research team who know design sifted 4 from 20 advertisements what fill the bill, and mixed visual texture photos into them by graphic software. There are 20 samples, and random arranging them in questionnaire.

About assessment items, the research team sorted 4 adjectives from studies into rationality and sensibility series. With adding two synthetic assessment items form studies of advertising. There are 6 assessment items, the assessment of sensibility are “Warm” and “Emotional”, the assessment of rationality are “Technical” and “Modern”, and the synthetic assessment are “Pleased” and “Kindly”. The preliminary investigation was gathered statistics by Likert Scale. The score is -2 to 2. And when the score show on questionnaire is 1 (strongly dissent) to 5 (strongly agree).

There are 23 subjects of the preliminary investigation. They are all learning design or working about design upward 2 years. There are 9 men (39%) and 14 women (61%) / 9 postgraduate (39%) and 14 college students (61%). The questionnaire investigated by screen and didn’t set time and place.

The samples are set code. 1 to 4 is advertisement code, and A to D is texture code. A and B are coarse textures, C and D are detailed textures. The codes of sample through synthesis processing are English words - numbers. The codes of sample without texture are only English words.

3. Results and Conclusions

(1) Result of the six assessment items’ synthesis comparison is 2-A>2-B>3. Result of textures comparison is B>A>non-texture. And result of advertisements comparison is 2>3>1.

(2) The samples with coarse texture (A, B) have positive assessment on “Warm” and “Emotional”, and it is better than sample without texture.

(3) The score of assessment item, “Pleased” for samples with coarse texture (A, B) are better than samples without texture (except advertisement 1). And for samples with detailed texture (C, D) is worse than samples without.
texture.

4) About the assessment of textures (table 1), texture B is the best for “Warm”, “Kindly”, and “Pleased”, texture A is the best for “Emotional”, texture C is the best for “Technical”, and texture D is the best for “Modern”.

5) About the assessment of advertisements, advertisement 2 is the best for “Warm”, “Emotional”, “Kindly”, and “Pleased”, advertisement 1 is the best for “Modern”, and advertisement 3 is the best for “Technical”.

6) About the correlation coefficient, “Warm”, “Emotional”, and “Kindly” are all highly positive related each other. “Technical” and “Modern” are highly related each other. In addition, it is negative related between “Modern” and “Warm”, “Kindly”.

This research is inferring conclusions by above-mentioned results:

1) When compared with the original vector advertisements, samples with coarse texture are useful for making image of sensibility better, and making the advertisement more popular and kindly. And samples with detailed texture are useful for making image of rationality better.

2) It is difference obviously between coarse and detailed textures, but not between matt and shiny.

3) Coarse textures make samples more popular and kindly than original vector advertisements, but detailed textures are opposite. According to the results, coarse textures are more popular and kindly than detailed textures.

4) According to the result of correlation coefficient, it is inferring the advertisements of sensibility are kindly. And “Pleased” and “Kindly” are highly positive related each other, maybe kindly advertisements are popular.

4. Follow in Research

According the results of preliminary investigation, this research will enforce “the investigation of texture image”. It will prove that texture of advertisements really make effect of communication better.

Technology affects people strongly in modern time. 3C products profess it is “Humanity” and “Intelligent” especially. After Nokia bring up the slogan, “Technology always from Human” in Taiwan, HTC also use free and handpainted style to manifest humanity products. Advertising must respect “Conspicuity” and “Concentricity”. A good advertisement should make the deep impression to people, and every elements of advertisement also must have a function to convey information.

According to the preliminary investigation, knowing coarse textures made assessment of sensibility better and simple popular and kindly. The investigation of this step will make textures become a part of advertisements. And making advertisements convey humanity and life information. About samples, research team will choose it from the advertisement series, “Smart Plants” by understanding and correlation of content. Then translating copy and slogan into Chinese to avoid that different language ability affect the results.

This investigation has two steps. First, the researcher will choose some photos of texture from difference physical property and mix it into the samples of advertisement. And the research team with capacity of design will choose the suitable textures from these samples each. They will write suitable adjectives for samples of advertisement at the same time. The texture samples of second investigation are from the preceding step. It will compare the best representation of texture from investigation and original vector advertisements without texture. The assessment items of investigation are from the suitable adjectives for samples of advertisement, and adding synthetic assessments to cross-over analysis.

This research hopes to confirm textures will make advertisements better on effects of communication. And textures will become a part of advertisement to convey information definitely.

Note
