



COLOUR SEMIOTICS AND CREATIVE APPLICATION

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Yellow, signs and the big other





OVERVIEW

Semiotics
Approach
Case Study
Discussion



SEMIOTICS

Signs, Signifiers, Signified

SIGNS

Anything that makes meaning.

SIGNIFIER

The material, e.g., word, image, sound, colour.

SIGNIFIED

Meaning and Concept.



SEMIOTICS AND CREATIVE DEVELOPMENT

Approach

MEANING

In culture.

SIGNS AND SYMBOLS

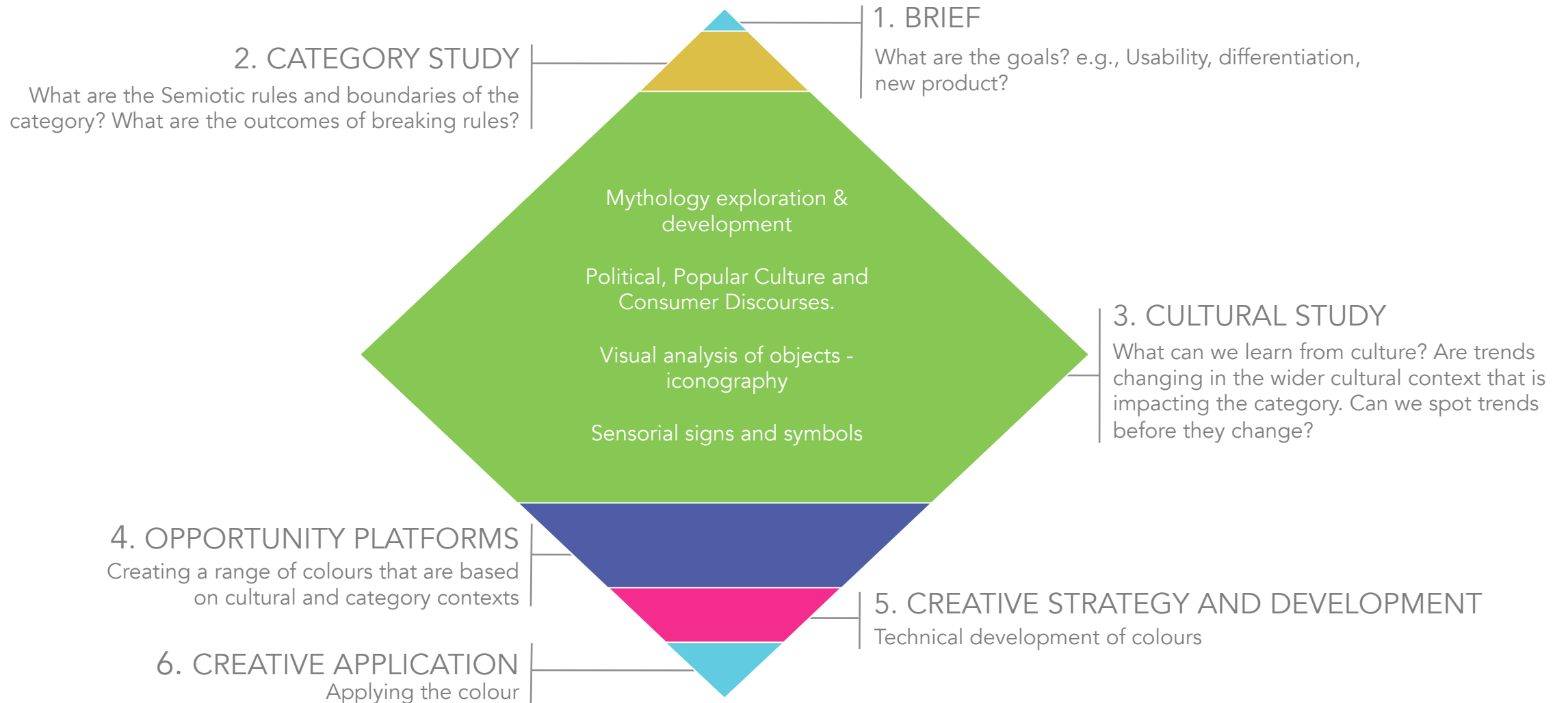
Relevant for application

SEMIOTICS

To uncover and apply meaning of things.

COLOUR SEMIOTICS

Focused on role of colour.



- Cultural trends and their implications for design and branding
- Cultural audit of colours for specific brands and categories
- Strategic development of colours
 - Design and brand guidelines



YELLOW

Nature and culture



WEED

Unwanted, uncultured



GOLD

Status, Wealth



SUN

Optimism, Divinity



JAUNDICE

Fear, loathing



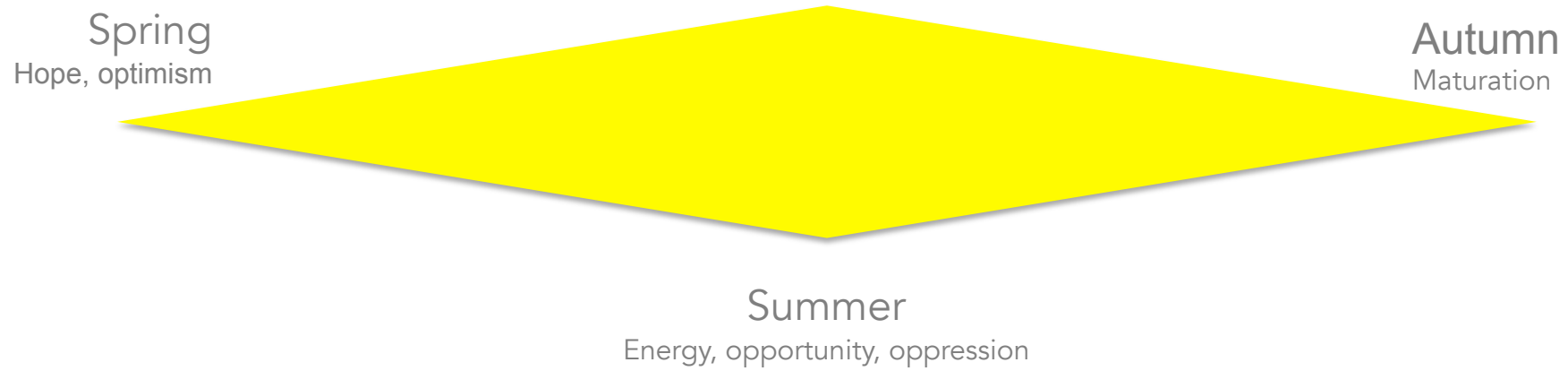
FLAME

Hope, Power, Danger



AUTUMN

Maturation









Zesty, Non-serious, cartoon, laid-back VS. Serious and Urgent

Yellow is a polymorphic colour that evokes strong meanings within the English culture

Fresh & Zesty *Hope* *Optimism* *Uwanted* *Abhorred*
Divine *Status* *Sickness*
Energy *Power* *Caution* *Fear* *Toxic*
Maturation *Danger* *Loathing*
Disease *Cowardice*

Yellow generates semiotic codes (or opportunities) that range from the positive to the negative



YELLOW

Personal care category focus

THINKING DIFFERENTLY ABOUT YELLOW

Yellow generates very strong and polarising denotations and connotations – requiring careful consideration in both in development and creative execution. In the personal care category, the broad codes have moved from efficacy of hygiene to overlap with codes of food



Industrial Efficacy/Product Differentiation >> Luxury >> Natural



From cleaning and smelling "lovely" to ingestion.





AUTUMN

Maturation



SUMMER

Status



INDUSTRIAL

Caution, power



INDUSTRIAL

Caution, power



INDUSTRIAL

Caution, danger



INDUSTRIAL

*Toxic,
danger*



SPRING

Fresh, Zesty



MUTED
SPRING

Hope



MUTED SPRING

Gentle Hope



FAKE SPRING

Energy



CARTOON PRODUCT

Everyday optimism



INDUSTRIAL

*Power,
performance*



SUMMER

*Energy,
Quality*



INDUSTRIAL

*Functional
power*









Category samples decoded – 'acid power'

Semiotics / Approach / **Case Study** / Discussion



Category code – 'natural oil'

Semiotics / Approach / **Case Study** / Discussion

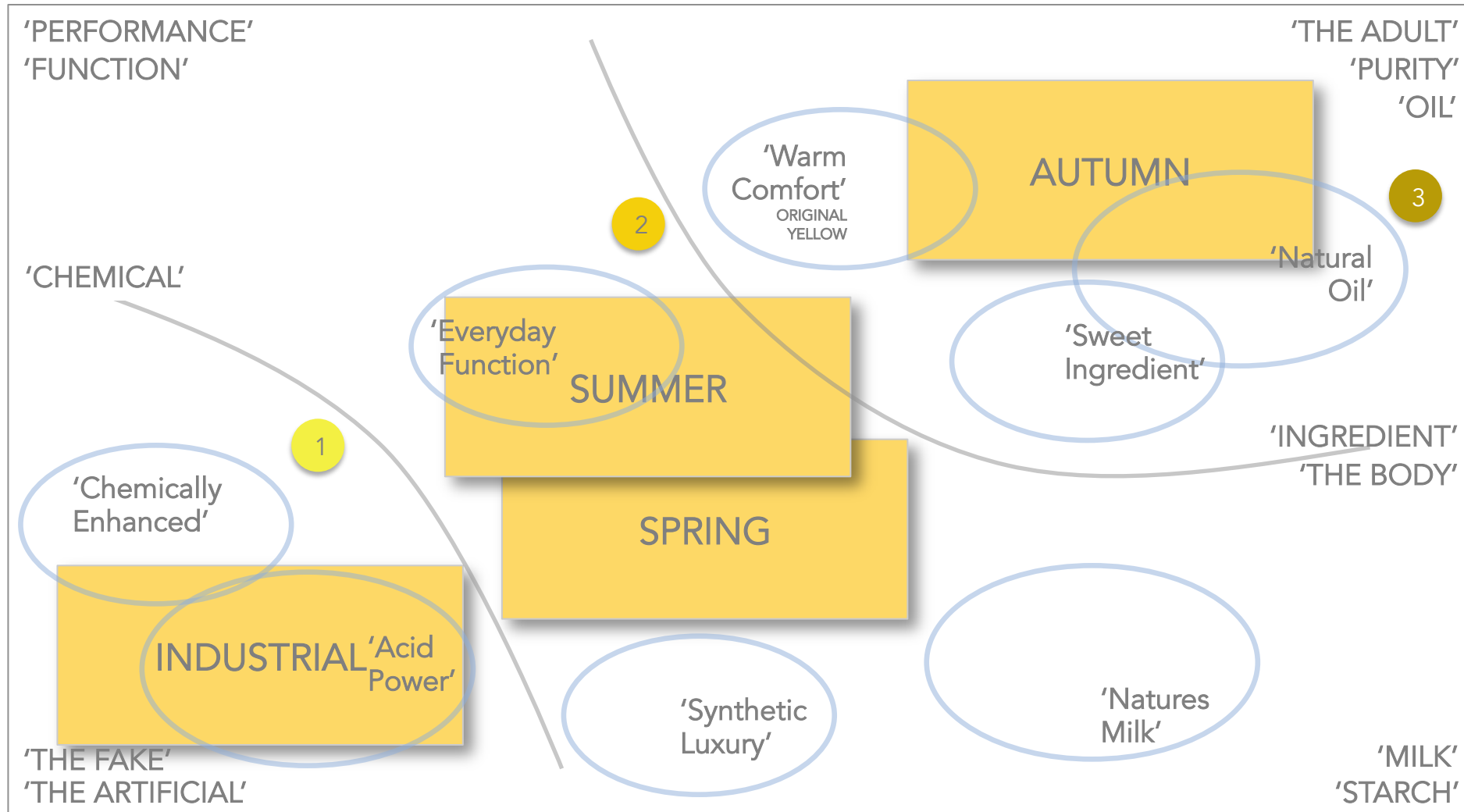




Category code – 'warm comfort' | 'sweet ingredient'

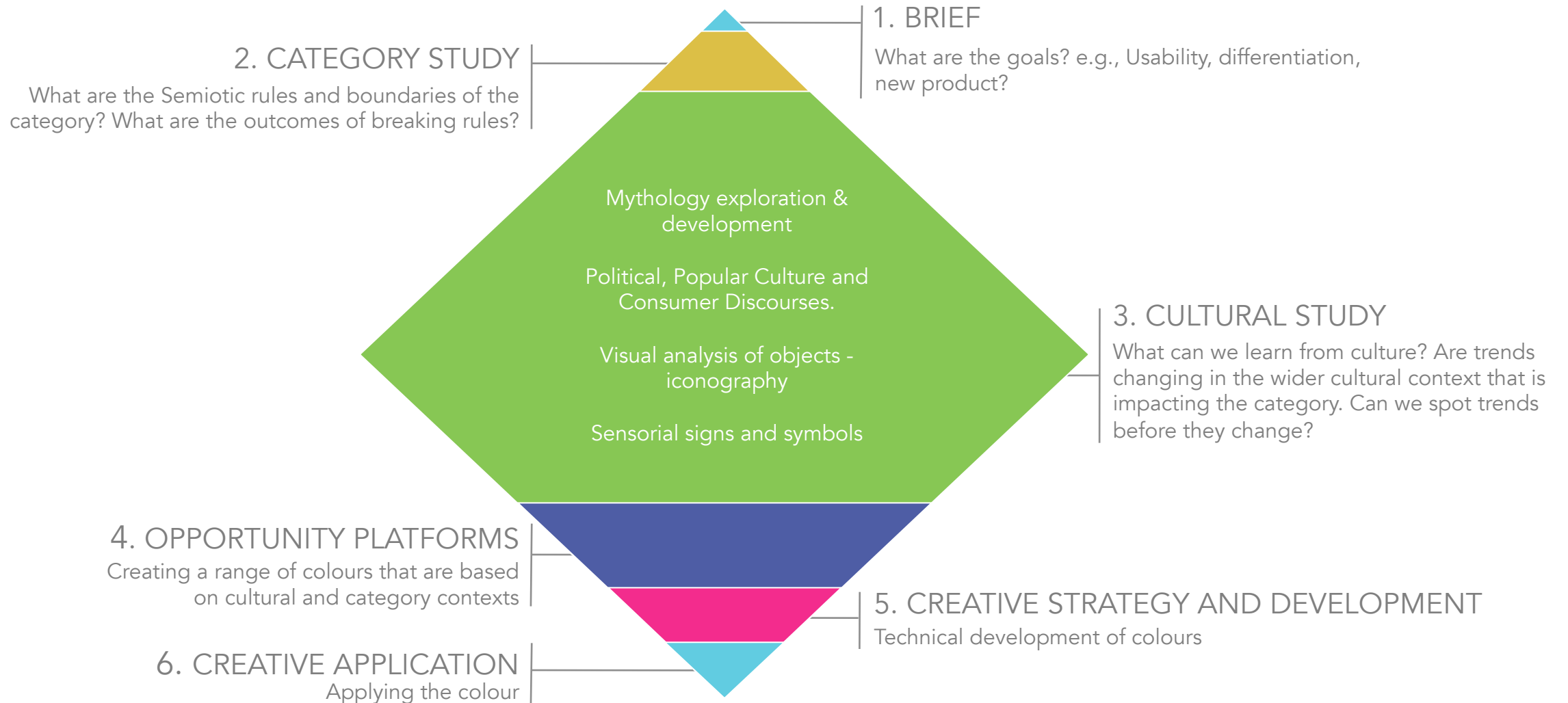
Semiotics / Approach / **Case Study** / Discussion







DISCUSSION



RESEARCH

Media-saturated world.

Agenda setting and framing functions of advertising
(iconicity and symbolic).

Inter-textuality, indexicality and paradigmatic relationships.

Culture and colour: Myths and ideologies.

Category and colour.

Nature and colour.

APPLICATION

Branding/communication/design elements and colour.

RECEPTION

What and how is the end user looking at colour?

What meaning is she making?



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