

Introduction

I considered myself as an artist who know how to use colors to entertain public's eyes with my aesthetic sense. However, I never had thought about the color seriously. I did not have my own opinion and principle on the colors that I often use, since I mostly followed my intuition. This led me hard to give explanations on my works. Through my research, I wanted to set substantiated reasons for my usage of colors.

To start the research, I started with gathering theoretical knowledge on colors, such as history or symbols. According to the desk research, colors seemed to have a certain rule for its usage or effect. Those academic, somehow stereotypical, study results did not satisfy my curiosity about subtleness of color perception in human aspects. As I thought color is more closely connected to our lives, I decided to go out to the world and understand color with more broaden perspective by listening to others' thoughts.

With the question : "How do we see color?", I tried to explore how we perceive and interpret color in different perspective by conducting a series of experiments with interviews. I conducted 4 sets of experiments asking interviewees' preferences and emotional responses toward the prepared images and questions. I first observed people's direct response and elicited their thoughts. Next, I documented all the results of experiments to analyze them. This cascade of interviews narrowed my research direction and I tried to actively apply the interview results to my subsequent research. In this process, I incorporated theories such as gestalt psychology and affect theory to define and articulate my aims more clearly.

What do you want to make?

Through development of my research, I found out that our perception and interpretation on color is relative and it is hard to be defined with only one method. In other words, color can be perceived differently depending on its related context, which makes color hard to be defined with fixed norm. There is no one answer. Colors can be colored on everything.

With the content above, I would like to produce a video essay showing the procedure of my research including the interviewed video clips. Normally, a video essay contains the structure and language of film to advance arguments, but I would like to add more playfulness. I don't think it will contain a clear structure or stream, such as showing a certain part as an introduction or conclusion. It would be more of an experimental video with intersections of some graphic animations and interviewed video clips. The graphic animation will lead viewers to experience color and the interview clips will help viewers to understand detailed contents.

How do you plan to make it?

Graphic animations would be full of colors without text nor specific shaped object, it would show color's relative characteristic. By seeing the color's scheme changing, the viewer will be involved in my experiment. Interview clips will support my argument and will prevent my video essay being too dull nor vague. I expect that overall tone & manner would be delightful or enjoyable, not serious. Because my research is not a scientific research but an artistic filed research, I want to focus on the fact that I had interesting conversations with people and exchanged diverse opinions with them.

What is your timetable?

~ March : conducted experiments.

April : pre-production - testing with video clips which I already have and making rough graphics.

May : production - if It is needed, doing more experiment.

June : Finalizing with sound and design.

Why do you want to make it?

My initial plan was making a moving illustration based on findings of my experiments, and this is a method what I am good and what I am used to. However, one of the meaningful achievements of my research is that I got out of my comfort zone and tried a new methodology which led me to approach my research in different ways. All the process were recorded and I thought it would be worth to use the materials I generated for my project. Also, through my experiments, I experienced that my view toward my work or color has changed gradually and I think this is the most precious achievement during my study in Piet Zwart. I would like to show my development through my graduation project.

Who can help you and how?

All the Lens-Based tutors : to check if I am on the right path.

Relation to previous practice

My previous works are visually colorful and I tried to use bright and vivid colors to make my visual language unique. I enjoyed using unusual colors against the reality and I hoped this arouse a kind of irrational mood but contains a visual attractiveness. All my journey has started from these questions: "Why do I like to use unusual colors?" and "How are unusual colors accepted by the audience?". Through my graduation assignments, I wanted to find out substantiated reason for my usage of colors and I believe my research has provided me a deeper understanding on the colors of my choice.

Relation to a larger context

Gestalt psychology : to explore "How images are perceived and interpreted?"

Affect theory : to explore "How colors are seen?"

References

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