

Introduction

As a designer who likes playing with colors, I wanted to explore and study about 'colors' during my master. In the beginning, my initial idea was how the color is perceived and interpreted in our daily lives, and I thought each color has associated meanings, which led to stereotypical interpretations on color. Simply, I wanted to get rid of this stereotypical use of colors, and suggest another view point. As a part of this research, I decided to have interviews with people. I prepared questions regarding colors, such as their favorite and least favorite colors. I also brought some edited images to check people's reaction toward them. Through the interview, I wanted to see how people would talk about colors in their daily lives and the emotions that particular colors evoked. I was able to hear people's stereotypical thoughts on color and see people's different thoughts on colors. Moreover, I was also able to hear more interesting, unexpected response when I showed the edited images to my interviewees. Simply, I found out that a certain image arouses two split opinion, feeling weird and attractive, at the same time. I am wondering what feature makes the two emotions coexist in one image. While having interviews, my interest was leaning toward the question: 'How the odd feeling can be turned into the attractiveness?', 'What is the leverage point of it?', Moreover, 'What feature evokes people's curiosities?' Since, I assumed that because of the curiosities, people seemed to feel attractive on the odd feeling.

Note: the sample of this experiment is very limiter. This is not intended as 'scientific research' but rather 'artistic research'. I have set up a series of "experiments" in order to get out of my comfort zone and get the opinions of others.

What do you want to make?

During the beginning phase, my idea about exploring colors was quite weak to already think of the final output. After conducting the first experiment: having interviews with people, which helped me to gain multiple inspirations. This led me to find a more specific subject which seemed more entertaining to me. At this moment, by applying the results of the first experiment, I would like to work with the two split emotion, feeling odd and attractive for my project.

- The first experiment

For more words about the experiment, the first interview was comprised of multiple image sets. What is notable is the 3 apples image. Each apple was shown in pink, yellow and blue and interviewees were asked to choose the first piece to eat if they had to. As I have assumed, most people picked the yellow one because it looked the most natural. What I found interesting was people's reaction on the blue and the pink apples. They felt discomfort from the blue apple and the pink apple, but they were also curious. To sum up all the responses on the blue and the pink apples, it looks most different from what they are familiar with, but because of that, some people felt attracted to these apples. I thought it is interesting to see two split opinions, feeling discomfort and attraction coexisted in one image.



Interview video link :<https://vimeo.com/305829770> (password: apple2018)

To test it more, I added 2 forest images with different colors in the interview. I showed green colored image representing the natural environment and purple colored image representing an artificial environment, and asked them in which environment they would want to stay. There are 2 main purposes of this question. As I checked in colored apple image, I wanted to check how people would feel different emotions when the color is changed from what they are used to. Especially, when I changed the color of nature, which is easily seen in our daily lives, to the unusual color which is rarely seen in nature, people rather felt odd or interested. This is the reason why I prepared the 2 types of different colored images. Also, if the apple is an object we can eat, this forest is an environment in which we can stay. I wanted to see how people would react on different features.



Interview video link :<https://vimeo.com/305830126> (password: forest2018)

- My findings through the first experiment (Image Analysis) :

When I showed apple's images, most of people chose the yellow apple which is the most natural, but interestingly, In this case, over 70 % picked the purple one: they were more curious and found it more interesting (intriguing). Somehow, these images could be seen as day and night, and some people picked the purple one because of its darkness. however, at least, I was able to find out that rather than the bright one, the dark environment evokes more curious or odd feelings which I want to present.

What I found interesting through the interview, particularly with my “apple experiment”, where people felt discomfort toward the pink and blue apple but they would like to explore the apples and “forest experiment”, where people felt weird or odd toward the purple forest but nevertheless felt much more attraction to the purple one, being attracted and being repulsed coexisted in the same image. I would like to focus on this discovery and develop it more for my project.

How do you plan to make it?

- Experiments (Interviews)

As I did the first experiment, I am planning to keep conducting experiments while having interviews with people. Simply, I will prepare new images and new questions having each purpose and listen to public’s opinions. This method aims to find out the leverage points of the odd feeling turning into the attractiveness. The reason why I am having interviews is that, after the first experiment, I realized that I tend to generalize my ideas and thoughts too easily and I felt that my assumptions about color could be different from other peoples. I felt strongly that listening to other people’s thoughts helps me not to focus on an end-result oriented activity and to approach my design in different ways than I anticipated.

-Analysis

Based on my experiments, I came up with ‘oddly satisfying videos’ or ‘oddly unsatisfying videos’ which is a booming genre and has spread across YouTube, Twitter and Instagram. This kind of videos makes people feel weird and unsatisfied and trick people’s brain. However, it has the power which makes people keep watching even more being addicted. I am trying to find out what feature would attract people to keep watch these videos and apply them to my work. I am not saying that I want to produce this type of video for my project, but I think this is a good example because it shares the mood with what felt interesting during the interview.

What is your timetable?get out of my comfort zone and gather other people’s

January : experiments based on image tests

February : pre-production

March : production

What could your graduation piece look like?

I am considering about producing an animation based on the findings of my “experiments”, in which the odd feeling and attractiveness coexist. To be specific, It will be a mix of 2d and 3d images. At this moment, I assume that my final image would be comprised with unusual colors (could be psychedelic) and looped moving images. Most of all, my work would confuse my audience but it would be attracted to them. I think I can fix the plan after more experiments.