



УДК 7.12

MEANS OF EMOTIONAL IMPACT ON THE CONSUMER AUDIENCE IN THE DESIGN OF MUSIC POSTERS

LIU Yuqian^{1,2}, PASHKEVYCH Kalyna¹

¹Kyiv National University of Technologies and Design, Kyiv, Ukraine

²Kyiv Institute at Qilu University of Technology, Jinan, People's Republic of China
185927441@qq.com

This paper explores the intersection of graphic design and auditory perception within the context of music poster design. Drawing from principles of visual communication and psychology of music, this study investigates how the integration of visual and auditory elements can enhance the effectiveness of music posters in conveying information and eliciting emotional responses from viewers.

Key words: music poster, design, visual communication, auditory perception, graphic design.

INTRODUCTION

In today's digital age, where attention spans are shrinking and visual content is ubiquitous, the role of graphic design in capturing audience interest and conveying messages effectively has become increasingly crucial. Music posters serve as powerful tools for promoting concerts, festivals, and album releases, but their impact often relies solely on visual elements. This paper argues for the integration of auditory cues into music poster design to create a multi-sensory experience that resonates with viewers on a deeper level.

PURPOSE

The purpose of this study is to explore the potential benefits and challenges of integrating auditory elements into music poster design. By investigating the synergy between visual and auditory stimuli, the research aims to uncover how designers can create more immersive and impactful promotional materials for musical events.

RESULTS AND DISCUSSION

The integration of auditory elements into music poster design presents both opportunities and challenges for graphic designers and marketers. One of the key benefits identified in this study is the potential to create a multi-sensory experience that captivates viewers and strengthens the emotional connection to the music being promoted. By incorporating auditory cues such as musical notes, instrument sounds, or snippets of songs, designers can evoke specific emotions and associations that complement the visual message of the poster [1].

Furthermore, the inclusion of auditory elements can enhance the memorability and impact of music posters, as they engage additional sensory channels in the audience's perception. Research in psychology suggests that multi-sensory experiences are more likely to be encoded into long-term memory and elicit stronger emotional responses compared to single-sensory stimuli.



Music is based on the principles of synesthesia and emotional sound in sound translation. It extracts diverse visual poster creation methods from jazz music, and deeply reflects the visual, formal, and meaningful aspects of sound translation through forms and emotions, visual and rational perception, and experience and perception of sound meaning. And apply it in design practice, aiming to explore the possibility of audio-visual conversion between music and poster design. Simultaneously relying on music and visual enhancement of posters to enhance creative expression, bringing new creative inspiration for future innovative research in poster design.

The effectiveness of auditory elements in music poster design may vary depending on factors such as the target audience demographics, cultural preferences, and the nature of the music being promoted. While certain auditory cues may resonate strongly with one audience segment, they may have little impact on others. Therefore, designers should conduct audience research and testing to identify the most relevant and appealing auditory elements for their target market. Liu Xiaoran wrote in "Research on Poster Design for Propaganda and Promotion in University Libraries - Taking Tianjin Conservatory of Music Library as an Example": "In the era of rapid multimedia development, it is worth exploring how to promote the collection resources and information services of university libraries to the public." [2].

Troksler N., when designing posters, faced with the diverse forms of performers' images at concerts, would skillfully handle the traces of lines, using the traces of lines to construct images. Different lines bend into different traces, forming different images. The traces of broken lines acting on paper constitute an image with tension, frenzy, and a sense of satisfaction. From the design of the poster for the Jazz Willisau Festival in Fig. 1, a, one can see the characters composed of right angles, sharp angles, and obtuse angles. The curves acting on paper constitute an image with a light, casual, and lively feel. From Fig. 1, b of the Jazz Willisau Festival poster, we can see that the picture is still composed of performers' images intertwined and blended together in red, yellow, and blue colors, but what is different is that this poster presents a relaxed, free, and casual atmosphere. The twisting lines together form a beautiful and spontaneous musical piece.



Fig. 1. Poster for the Jazz Willisau Festival (author Troksler N.)



Overall, the discussion highlights the potential of integrating auditory elements into music poster design to create engaging and memorable promotional materials. By carefully balancing visual and auditory stimuli and considering audience preferences, designers can leverage the power of multi-sensory experiences to enhance the effectiveness of their designs and strengthen the connection between audiences and the music they love.

CONCLUSIONS

This study underscores the significance of integrating auditory elements into music poster design to create compelling and immersive promotional materials. By combining visual and auditory stimuli, designers have the opportunity to evoke emotional responses, increase memorability, and strengthen the connection between audiences and the music being promoted. The findings suggest that carefully curated auditory cues, when harmoniously integrated with visual elements, can enhance the overall impact and effectiveness of music posters.

Successful integration of auditory elements requires careful consideration of factors such as aesthetic coherence, audience preferences, and accessibility. Ongoing audience research and testing are essential to identify the most resonant auditory cues for the target market. Looking ahead, further research into the optimal use of auditory elements in music poster design could yield valuable insights and refine existing practices. By continuing to explore the interplay between visual and auditory perception, designers can push the boundaries of creativity and innovation in graphic design, ultimately enhancing the effectiveness of promotional efforts within the music industry. In essence, the integration of auditory elements represents a promising avenue for enhancing the impact and memorability of music posters, offering designers a powerful tool to engage audiences and elevate the promotional strategies of musicians and event organizers.

REFERENCES

1. Zhao Z. (2020). The Narrative Language of "Integration and Opposition" - Research on the Application of Positive and Negative Design in Contemporary Minimalist Posters. Proceedings of the 17th Shenyang Science Academic Annual Conference. P. 110-112.
2. Liu X. (2021). Research on the Design of Propaganda and Promotion Posters for University Libraries - Taking the Library of Tianjin Conservatory of Music as an Example. Office Business (02), P. 60-61.

ЛЮ Ю., ПАШКЕВИЧ К.

ЗАСОБИ ЕМОЦІЙНОГО ВПЛИВУ НА СПОЖИВЧУ АУДИТОРІЮ В ДИЗАЙНІ МУЗИЧНИХ ПЛАКАТІВ

Досліджено вплив засобів графічного дизайну на емоційне сприйняття в контексті дизайну музичних плакатів. Спираючись на принципи візуальної комунікації та психології музики, досліджено, як інтеграція візуальних і слухових елементів може підвищити ефективність музичних плакатів у передачі інформації та для виклику емоційних реакцій у глядачів.

Ключові слова: музичний постер, дизайн, візуальна комунікація, слухове сприйняття, графічний дизайн.