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PSYCHOLOGY OF DESIGN

According to some people, design is an exclusively creative profession. But the principles of aesthetics and the sense of beauty are not enough to create professional design. At the same time, mastering the art of design is mostly related to the study of human psychology and its perception, than to the mastery of extraordinary creative abilities. Real professionals should not only be guided by the principles of design, but also possess knowledge from different fields of activity. Psychology is one of the basic sciences, which helps to understand the behavior and requirements of users. Psychology plays a significant role in the field of design and its principles, which are important to consider in the design process. Shades, shapes, lines, font, text and graphics form a message that you need to convey to the user. Psychological principles and laws of perception help to create suitable images and pictures.

An American researcher, professor, author and one of the world's most influential designers Donald Norman defined the concept of design as an act of communication, suggesting a deep understanding of the person with whom the designer communicates [1, p. 113]. According to some experts, to get closer to the actual requirements of the user, designers are recommended to reconsider approaches to work, trying to better understand the target audience, to understand the basic principles that shape human aspiration and motivation.

One of the basic principles of analyzing the perception of users is the principle of Gestalt. The word *gestalt* comes from the German language, meaning “shape, form” [2]. Based on a philosophy of mind of the Berlin School of experimental psychology this theory explores the visual perception of elements in relation to each other. In other words, similar elements are perceived as a single group of chunks, and are interpreted as being more related than dissimilar elements [5, p. 226]. Using the

method of psychological research, it was found out that when users notice a certain similarity between objects, they automatically perceive them as elements belonging to the same group and tend to interpret visual elements as a continuous chain of information.

Psychological research, based on Hick's law about making a decision as a result of the possible choices [3], has led to the fact that the more options a person receives, the longer he will make a decision. Therefore, the more options you offer to users, the more time they will spend on taking the next step. Thus, the minimum number of choices for users, including buttons, images and pages, will make the use of your product more efficient.

One of the key stages of the design process is the psychology of colours and shapes. The main idea is that they have a significant impact on user perception. For this reason, a conscious approach to the choice of colors and shapes for their projects will correctly convey the message and mood of the designer's work. For instance, blue symbolizes safety, tranquility, trust, strength and care. Facebook uses this color to instill a sense of reliability and confidence in their brand. Red carries energy, love, action, activity and passion. A classic example of using red to convey the spirit of a brand is Coca-Cola.

Just as with colours, people associate different forms with certain emotions and properties. AT & T, Pepsi, Total and many others use circles, ovals, ellipses in their logos; they evoke positive emotions associated with community, friendship, connections, relationships and unity. The rectangles and triangles that Microsoft, Delfa and Adidas use in their logotypes cause feelings of stability, balance, strength, professionalism, efficiency and masculinity. Vertical lines symbolizing masculinity, strength, aggression are used in HP (Hewlett Packard Enterprise) and Cisco Systems Incorporation. In the Sound Cloud logo, the outline of a cloud evokes emotions associated with daydreaming and creativity, with vertical lines evoking more aggressive feelings. This combination of straight lines and cloud shapes expresses the dual spirit of the brand – the creativity and power of Sound Cloud as a tool. Horizontal lines that mean community, calm, and confidence are also popular in

some designs. Human Rights Campaign, an organization for the protection of civil rights, uses lines and rectangles in its logo to convey the main meaning of its activities –equality and protection of rights. One of the most interesting topics for the study of design psychology is the visceral reaction. This kind of reaction comes from a part of our brain called the “old brain”. He is responsible for instincts and reacts faster than our consciousness. [4, p. 47]

Designers use psychological knowledge to evoke positive aesthetic sensations. It is not so difficult to predict what looks nice if you know your target audience and its needs. Therefore, the tendency to use high-quality beautiful photos or pleasant colour pictures is not accidental. If designers were guided by the principles of aesthetics, life would become beautiful but not convenient at all, and if practicality it would become convenient but hardly beautiful.

From these facts, one may conclude that psychology concerns a number of key design related issues. Psychology helps to understand the needs, inclinators and desires of the user, which is not unimportant because of extraordinary talent is not enough to master of design process. The design includes an analysis of the surrounding things and their relationship with the person.

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