

ART

COLOR IN GRAPHIC DESIGN – THE SYMBOLISM OF COLOR AND ITS INFLUENCE ON PERCEPTION IN DIFFERENT ERAS

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Introduction.

Color is one of the most important elements of graphic design, as it affects emotions, associations and a person's perception of a visual message. In different eras and cultures, colors have acquired different symbolism and meaning for society: from sacred meaning and even some definitions in the Middle Ages, to an advertising and marketing tool in the 20th–21st centuries.

Aim.

The aim of the work is to study the symbolism of color and analyze its impact on the perception of visual information in the historical and modern context of graphic design, and how it was used to attract society for a certain purpose.

Materials and methods.

The work uses the analysis of historical examples (ancient frescoes, medieval manuscripts, posters of the 20th century), scientific works on color theory, as well as modern practices of graphic design and identity. The methodological basis is a comparative analysis of color symbolism in different eras and cultures, as well as the study of modern cases in the field of branding and UI/UX.

Results and discussion.

The study showed that color symbolism has always reflected the cultural and

social context of the era. In the Middle Ages, red was associated with sacred power, and blue with spirituality. In the 20th century, color became a tool of propaganda and advertising: for example, the combination of red and black in posters was supposed to evoke strong emotions. In modern graphic design, color not only performs an aesthetic function, but also forms brand identity, affects usability (UI/UX) and the emotional experience of the user.

However, there are challenges in using color in graphic design:

- different cultural interpretations of colors (for example, white in Europe symbolizes purity, and in some Asian countries - mourning);
- technical limitations (differences in shades in print and on the screen, problems with the RGB/CMYK color profile);
- accessibility issues for people with visual impairments (for example, color blindness);
- the impact of trends that change quickly and can devalue brand identity.

Strategies that designers use to overcome these challenges:

- use universal color schemes that maintain understandable symbolism in most cultures;
- use color profile systems and test layouts in different environments (print, screen, mobile devices);
- taking into account accessibility principles (WCAG) when developing digital products: high contrast, duplication of color with text or icon;
- building a flexible identity, where the color palette can change or expand depending on trends without losing brand recognition.

Thus, color in modern graphic design is not only an expressive means, but also an area that requires the designer to have deep knowledge in psychology, technology, and cultural studies.

Conclusions.

Color in graphic design is a multidimensional tool that combines aesthetics, symbolism and psychological impact. Its meaning has transformed from sacred to commercial, but has always remained important in the communication process. For a

modern designer, the ability to work with color is essential both for creating visual harmony and for forming an effective emotional impact on the audience.

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