

Iana Dubovskaia

THE INFLUENCE OF THE VISUAL ELEMENTS OF COVER DESIGN ON THE  
APPEAL OF ART AND CULTURAL MAGAZINES: CASE STUDY IS BOOK  
FARE IN OULU

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Author: Iana Dubovskaia

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Design of magazines - a complex and time-consuming process, often requiring custom solutions. Developers need to know what impact on the visual component of information influence on the audience. The purpose of this case is to gain an understanding of what kind of visual elements of paper media influence on the choice of viewer. As a particular type of magazine were chosen art and cultural magazine with a reason to narrow research and to get depth knowledge about this topic.

The study is structured that in the first chapter the information about purpose and research questions is provided. Second chapter describes research materials and methodology that were used to collect data. The third chapter gives the literature review that focus subjects of the study. In the chapters four, the results of the research is analysed and conclusions are made. After all chapters made generalised conclusion using data from the literature review and data collected from the interviews.

Key words: Visual elements, visual design, cover design, magazine design

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## 1. Introduction

The magazines market is indeed a different, constantly expanding, changing market that follows the needs of the audience. There is an increasing flow of electronic information: television and the Internet bring down an avalanche of consumers on the images - vivid, moving, and sounding. Paper media are fighting on several fronts. Generally, in deciding whether to buy a magazine or not, readers will only look at the first page. Therefore, it has the power of persuasion: to take or not to take.

I became to be interested in Visual Communications when I worked as a journalist and Russian translator in a Finnish newspaper. In the company I worked for, we all tried to improve the design and content of the newspaper. Every week we had meetings where we were discussing how to make newspaper more popular. We considered how people want to see first page of newspaper, how should look the headlines, in what colours and brightness, what customers want to see on the picture. What font will look better, what size, and of course the colour of text. Finally, there is composition, how the picture and text connected on the page. There are many questions in this field. I was also trying to think from the reader's viewpoint, for instance, what I would like to see on the first page of newspaper.

As it says in the book "Thinking Visually": "Learning to think visually is a skill that must be practiced daily". (*Wigan, 2006:12,13*) That is why, I would like to study more about visual methods and visual thinking in detail in my thesis. Unfortunately, I am not working in the newspaper company, because that company already closed in some reasons. However, in the future, I would like to work in the field connected with printed media so it is seems it is possible to use information I will get with research in my future career. As an object of research, I decided to choose magazine, since this field for me more interesting, because myself prefer reading magazines. Moreover, I decided to narrow topic of my thesis and chose art and cultural magazines, as it is closely related to study and my personal interests.

## **1.2. Research problem**

The focus of my research was to find out what kind of visual elements makes cover of a magazine more appealing for the viewer. I decided to analyse magazines about Culture and Art because of many reasons. First of all this topic is more close to me because most of my life I was interested in art and second reason because it is difficult to find information about this topic.

Cover - one of the most important tools in advancing the publisher of the journal or magazine in retail. Cover has to stand out from the variety that offered by competitors. As it says in the book "Turning pages, editorial design for print media" cover of the magazine should be catchy and provocative. It also says that cover should be an "attention grabber" (Klanten, 2010: 67). In addition, the publication of success is not only influenced by the picture and colour of the covers, but the quality of offsets, as it is for the reader to judge the content. Sometimes, readers buy the magazine just because of some topic, article, but it must be effectively announced that they could notice what the magazine has to offer. Colour covers, pictures, callouts, drawings, or a geometric object on it - all these components together act on the subconscious of people, and then some while they would have the association which will be the decisive factor to purchase publications, or vice versa - a reluctance to commit purchase. The publisher is always asking the question: Does the solution satisfy more the needs of regular readers, or does/should it attract new?

Design of the magazine - this is the first element that grabs the attention of the potential reader or advertiser. The photograph used on the cover, title font, colour - all unconsciously forming a relationship with the product even before the consumer reads any articles or potential advertisers study the statistics of the target audience. Therefore, in my research I would like to understand how to identify visual elements that attract more attention, thereby allowing the magazine to stand out from the vast number of different choices. Through my research paper, I would like to gain insight into what kind of visual elements can make a magazine appealing. My material consists of visual methods for the design of a cover in the case of a magazine. The material complies with the approach because we can analyse visual design directly from the magazine. Through the material, I aim to study what kind of visual methods would be better to use in the design of a magazine cover. In addition, what can make person to buy certain magazine.

## **2. Research Materials and Methodology**

I am going to use different methods of analysis as literature review and interview. With literature review In order to research the topic of my thesis, I am going to obtain information from articles and books. Books give a lot of information about design and marketing sight of magazines industry. I have read a variety of books, articles, and research papers about cover design. I found out that there is a lot of interesting information about visual design and visual elements: composition of text, composition of image, the relationships between the image and text, page balance, combining text blocks and images with plenty of free space, font, colour, and other important concepts.

However, I was unable to find sufficient information about which visual elements can make a magazine more appealing. Moreover, I am going to research appealing of the concrete type of the magazines – magazines about art and culture. There are not much information exists about visual design of the art and cultural magazines. That is why I am going to do my empirical research with searching existing information about visual design and visual images and combine it with information I will get form the interview and analyse it qualitatively. Using the interview as kind of experiment, I hope to see in practice how and why people choose a particular magazine.

Through the opinion of different people, I hope to understand the best way to use pictures and text on the cover, and using visual elements in general. With the results of my interview, I am going to use data, which I collected from the books and articles and will make argumentations, which has theoretical and practical reasoning.

## **3. Theoretical approach**

People regularly purchase the same magazines, so it is rather challenging for other magazines to encourage people to buy their issues – to deter from their regular choice. A number of different elements need to be incorporated with one another. Firstly, “The cover is crucial to the success of any magazine and must encapsulate its whole character”. The character of a magazine is often dependent on the trends of the time.

The customer taking a first glance at the magazine should understand what genre the magazine is – women’s magazine, men’s magazine, for children, hobbies, specialised fields, and so on. The next

important element is always to remember to use the cover of magazine with a powerful image or some other memorable visual element. However, at same time, astonishment should not degenerate into shock (Moser, 2003).

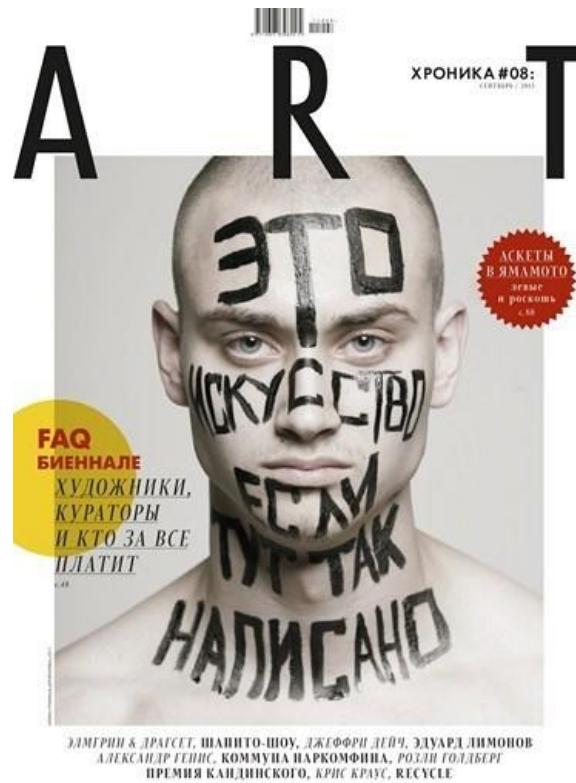
When speaking about visual elements, it is important to understand that visual perception can be divided into two related factors: individual colouring and visual organization. An individual colouring of an image has emotional impact on people; it is an instinctive reaction that is seen. For the creation of correct individual colouring, the correct colours must be selected, the right typeface, the best image, shapes, drawings and other elements.

Visual elements of a magazine have to be careful selected: what picture should be put first, how it will be grouped with other pictures and text, do the colours go together (Moser, 2003). To understand what visual elements more appealing for consumers, we have to think how visual elements influence people. Visually dominating elements (having more weight) receive attention and are noticed first. The hierarchy of other elements "conducts" the eye to the entire composition, adding the details to a plot. The position of each element in the hierarchy gives important information on degree of importance of the element in the overall picture. It means that, for instance, to focus attention on headlines we have to highlight them with a combination of other elements, perhaps with carefully deliberated colour or typeface selection.

The balanced hierarchy not only helps to set an order of perception for the information, but also helps to unite the isolated elements of a page in a single whole. In this way, the sensation of an order and balance is created. Without visual hierarchy, each element of the page attracts the attention of the viewer, and as a result – the attention dissipates (Wroblewski, 2003).

Cover of Art and Cultural magazine in my opinion should look different from the others, should have different visual elements and it should also have an aesthetic function. Art and Cultural magazine represent Art so it has to correspond to the status.

## How should look cover of Art and Culture magazine?

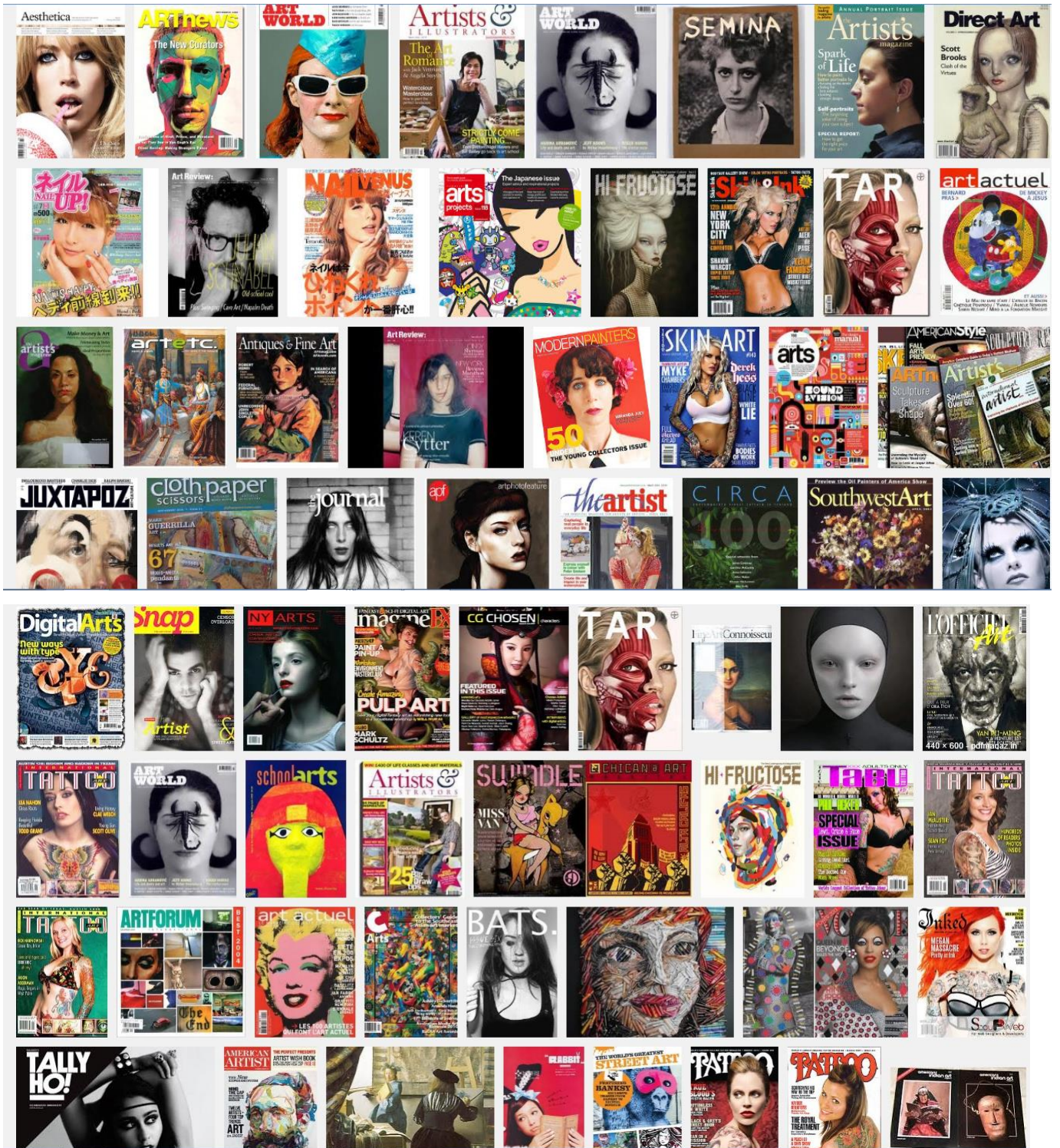


[www.lookatme.ru](http://www.lookatme.ru) Cover design by Alina Gutkina

(On the cover written: “THIS IS ART IF IT IS SAYS HERE”)

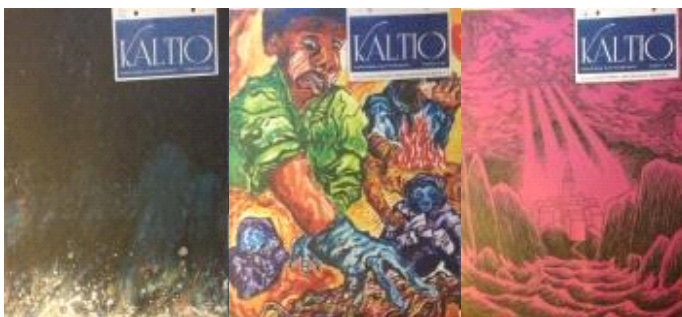
If we will enter in google search words “Art Magazines”, we can see this picture below. In this picture, possible to see that Art Magazines can be very different. In this google image result, we can find covers with unusual painting and drawings, artistic people, creative portraits of people. You can immediately say that it is not lifestyle magazines, not politics magazines, not magazines about nature or other types of magazines. So what makes this art and cultural magazines different from other types?





### 3.1. Image

“Images and graphics are necessary, but not as decoration. They are narrative tools” (Klanten, 2010, 78). The visual language will never be same in different types of magazines, for example business magazine will never look like fashion magazine (Klanten, 2010, 79). Where important to know that art and cultural magazine will never look like business magazine. Cultural magazines are more focused on people who love or interested in culture and art. That means, for instance, they can use paintings, drawing and other art objects, artistic photography or photographs of musicians on the cover, etc. They are trying to attract people using stereotypes of people who are interested in culture and art. For instance cultural Finnish magazine “Kaltio“ for cover of their magazine use work made by different Finnish Artists which is working for magazine as a freelancers (<http://www.kaltio.fi/>).



There are exist principles for creating graphics that are comprehensible, memorable, and informative. It is possible to provide cognitive and emotional meaning through visual language. Main features that control our attention: colour, motion, orientation, size depth, tilt, shape, line terminators, topological properties and line curvature. Texture also can give to the image “pop-out” affect. With using texture possible to separate foreground and background, one object from another. (Malamed, 2009: 10, 34) The language of form is defined by its components. These components are composed of the mass and space elements and their visible characteristics, which create structure of form language. The orderly arrangement among these components frame the foundation of a structured visual system. A system of parts formulates a harmonious whole. This visual language also constitutes a means by which objective criteria may be applied to analyse the visual elements within the image area.

New technology gives many different ways to use illustration as a cover image. It is opening up opportunities for illustrators to engage with visual content in new ways and in global markets. On

many covers possible to see all types of illustrations. Illustration can be in different ways, for example: caricature, collage, portrait, painting and drawing. (Wigan, 2006)

### **3.1.1. Using of face**

To grasp the attention of potential readers, magazines mostly use photographs and drawings on the cover. Photographs used in magazines commonly show people's faces and full-length figures (Moser, 2003). On the photo of Robert Mapplethorpe's "Portrait of Clifton" from 1981, we can see a good case of using effective visual means of focusing attention. A deep black background makes us concentrate on the face of black man. The face is symmetrical located on the photo. He looks at us. He keeps our eyes focused. It is a "face to face" position. We can feel physically close to him (Leeuwen, 2001). In addition, in the world of magazines when person looks to the reader sells better than if person looking to the side (Klanten 2010, 70).

Moreover, a full-face cover is very successful in marketing. Sizeable elements of the cover and patches of colour look much more spectacular and attract more attention than many small elements. Using contrast, colour pieces look very effective on the cover. Bright elements on the patches of colour also look good on dark colours. The model who is staring at us in the photo is one of the most popular ways to attract the attention of potential customers (Owen, 1992).

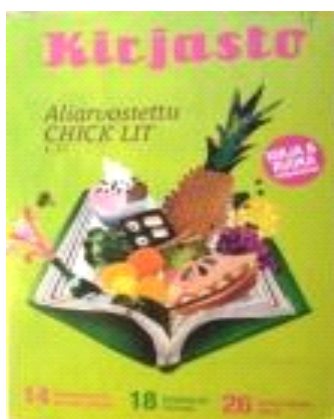
It is obvious that image of people face on the cover attract viewers, our brains appear to have specialised mechanism for detecting and recognizing human faces. It can be photograph of the face, a painting, a sketch, or a schematic figure. With using of face on the cover possible to focus attention on particular information. One way to depict on the cover person who is gazing in certain direction, for example title of magazine cover (Malamed, 2009: 92).



*Using image of face in the example of magazine “Teostory”*

### **3.1.2 Using of minimalism**

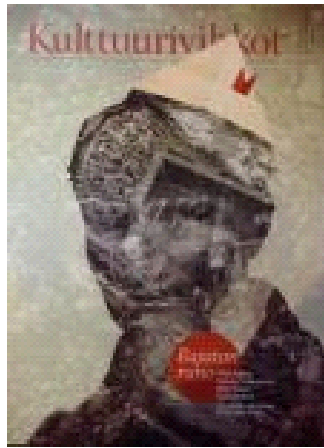
An image, which consist primitive features as line drawing, will take less time to scan the picture and minimize the information processing required to understand it. Sometimes simplified forms a much more successful then realistic image and can make information on the cover easier to understand. (Malamed, 2009:104)Example of using simplified forms we can see on the example of magazine “Kirjasto”.



*Magazine “Kirjasto”*

### 3.1.3. Using of silhouettes

Using of silhouette one of the successful ways to take attention of the viewer because it makes viewer think and guess. Viewer can perceive the image fully itself even if it is possible to see general form and silhouettes. In the book “Visual Language For Designers”, Connie Malamed note: “A silhouette evokes recognition by retaining the most important shape information derived from its edge, whether it is a portrait, human form, or object”. To makes silhouettes way works important to make it recognisable easily. Silhouette should be in “real world form” like we can see on the example of magazine “Kulttuurivikkot”.



*Magazine “Kulttuurivikkot”*

Silhouettes can be used as image and as a background on which images can be depicted depending of the context and sense designer wants to give to the reader. Moreover, creative layering of the form can attract attention of the viewer even more then detailed realistic image. (Malamed, 2009:112-116)

### 3.1.5. Using of shapes and forms

Shapes are self-contained outlines or surfaces, which consist regular polygons or variable-sided polygons and closed curved shapes. Shapes create visual stimuli that include the attributes of colour, texture, and size or scale. Shapes are parallel to the image space that rest flat on a two-dimensional surface. Even shapes with the most difficult configuration are usually created within simple geometry.

Design is arrangement of shapes and forms. Experiment by mentally setting aside the meaning of headlines, copy, visual, and other elements and treat them as if they were purely form. By overlapping and gathering shapes possible to create visually interesting concentrations. For example, letterforms are shapes that can be used in display typography and logo design. It is important to see the form of letters before complex typographic ideas can be developed. Without using letters, individual forms and the shape of the space around and within letterforms, the only option can be simple combination of letters and words.

Shapes can be different, they can be oval, rectangle, trapezoid, pentagon, hexagon and octagon. Shapes also can be sharp, outline, transparent, smooth, textured. Soft and curvilinear shape may be warm and positive, curvilinear shapes like on the picture below create amorphous and organic shapes. On the other hand, sharp shape can appear cold and threatening (Poulin, 2011: 31)



*Magazine "Kaltio"*

### **3. 2. Composition of the photograph.**

The Gunther Kress and Theo van Leeuwen in the book Reading Images highlight three interrelated systems: Information value, Saliency and Framing. As example of "Information value" can be "non-transactive reaction". For example when person on the photograph looking somewhere which the viewer cannot see. The same moment in live situation when you see somebody looking on the sky you automatically raise your head up to see what is interesting is happening there.

“Salience” of the image. In the composition of the photography is very important the sequence of the people or objects. To change places of people and objects, from left to right, from up to bottom and vice versa on the photograph can be very meaningful for the author's idea. It can show what author wanted to “say” and it influence on the potential customer when author is choosing the cover. To change meaning of the photograph possible in many ways using sharpness and softness of the objects on the photograph, size and shape of the objects, lightness and darkness of the objects comparing to each other. “Framing” of the image. Some kind of non-seeing lines, which divide photograph with purpose to give meaning to some part of the image (Leeuwen, 2006:176-177). “Shapes” in compositional terms can influence as figurative element surrounding background or space. It is important to feel balance and visual composition using “shapes”. “Shapes” can be geometric, organic and random (Poulin, 2011: 36-37).

Another way to gain attention is using interesting and unusual details and creative compositions. One of the ways of composition is cut-outs. It is possible to use this method if you want to focus attention on some certain object on the picture. Another way is to use “reflective surfaces, holograms, transparent paper, indentations and gloss”, but only if it is suitable to a particular idea (Moser, 2003). As with all photographs it is productive to discuss this image in immanent terms, taking account of framing, composition, tonal contrast and accordance with the photographic convention of representing land through translating views into black and white landscapes (Leeuwen, 2001).

An attractive cover - a guarantee that magazine will be noticed and choose among the many others. High-quality picture is able to create the necessary first impression, which largely determines the choice of the reader. Therefore, all images are placed on the cover must be interesting and in the good quality (high resolution).

“The best magazine cover is the memorable cover...” It sounds true. The cover has to be interesting, unusual, distinguished from other magazines on the shelf. As a good cover example it is cover of “TATLER” magazine, 1989, there are two successful symbols on the cover - target and woman. Publishers have always used women’s images in magazine design to focus the attention of customers, but when combining with the target it is even more powerful. The target is a very compelling visual element, narrowing the range using different bright colours will definitely focus people’s eyes and make them buy the magazine or at least make them to look inside the edition (Owen, 1992).

However, it is not only photos on the cover that influence the customer, illustrations also influence on the appeal of magazines. “Illustrations are the perfect way to counter the conventional”. In the time of modern technology and media we do not have to forget about from where magazines started – with a picture and drawing on the cover. Good pictures and illustrations can make the cover of a magazine more memorable especially if it is realistic drawing (Moser, 2003).

One of the ways to give meaning to the image using composition is grouping. Arranging elements on the image into meaningful units will influence how well the audience organizes, interprets, and comprehends a visual message. Viewers know that clustered elements are associated. Another help what can give composition it is directing the eyes of the reader in the needed way. Right composition can draw the viewer’s attention to specific elements of importance. Successful using of composition can fixate readers eyes on the place which is graphic designer or editor want. Moreover, there is mostly common ways of reader to search information on the image; it is left-to-right and top-to-bottom movements, which should be taken in the account. It is also possible to guide reader with using arrows, colour, and captions (Malamed, 2009:66, 71).

Symmetry, asymmetry and the closely related balance and imbalance can be used as communicative meaning. A symmetrical design, where both sides are almost the same, will probably give more formal style to a layout, while an asymmetrical design could suggest simple atmosphere. A symmetrical layout will always be stable. On symmetrical image when draw a line down the middle, the right side would mirror the left. Asymmetrical design can be also balanced if the several components are evenly, though irregularly, distributed across the layout, but it will look unbalanced if, for example, there is a large area of type on the right side and only a small image to the top or bottom left of the lay out. Balanced designs normally calm, stable, structured and formal, while an unbalanced design will generally make the viewer feel slightly uncomfortable, it might also give an active, relaxed feel to the design. Although symmetrical on form, centred type can share the active, energetic qualities of an asymmetrical design.

### **3.3. Text and image**

Any design that stands out from its competitors in some way will have an impact. Sometimes, even a bland, neutral design can provide impact if the audience has become interested by more lively designs that fight for attention. The use of an uncommon typeface can make a design memorable. An



element of surprise may also be achieved by use of type in an creative or unusual style, size, position or colour. There are many other ways of providing impact, such as contrast in scale, for example, a small capital letter beginning a long lower-case word. Other methods include isolating a small section of type from the rest of the text, cropping of letterforms, changing the rhythm of a sentence or passage of text and choosing unusual or special typeface that cause the viewer to pause.

Normally the most significant part of any cover is collaboration between the words and picture. If done it correct, it will give the right message and it will be immediately noticed in the plenty of covers on a newsstand. Many magazines have few cover lines while some fill almost all space with cover lines. Moreover, it all depends on the character of the magazine. Writing cover lines is a role of copy editor or editor in chief. Somebody think this is a simple task, but to make appealing and successful cover lines, it takes time and lots of knowledge.

Choosing typeface important to remember about “character” and “legibility”. Need to remember that typeface can help to deliver message or it can neutral it. For example, if use more than two typeface in one peace very dangerous and can mix up viewer and make it more difficult understanding meaning of the text. (Brady, 1988: 6-14) Good typography it is typography when everything fits together in a consistent and meaningful way. Typography is about form and harmony but in the same time it can be successful with disharmonious. Important not the exact font but the composition of the font and space (Tselentis, 2011: 117).

As it says in the book “Lettering&Type”: “Letters are the throbbing heart of visual communication”. (Strals, Willen, 2008: foreword).How the letters looks themselves can be more important even then the content of text. Type of the text can easily destroy all meaning or, opposite, make it more understandable and meaningful. Idea of the text need to be connected to the font look, “..good typeface begins with idea” (Strals, Willen, 2008: 1, 97).

The font should be easy to read, sometimes designers making mistakes. Trying to be creative, they use complicated or artistic fonts, which can be hard to read. (Tschichld, 1998: 85) Using “fancy” typeface always need to remember about amount of the words in sentence or amount letters in one word. It is better to use “fancy” typeface in short words with bigger space between the letters. (Brady, 1988: 20) Of course, type does not have to be either strange or formal. There are many ways of creating exciting typography using materials and information about and media it can fit. For example,

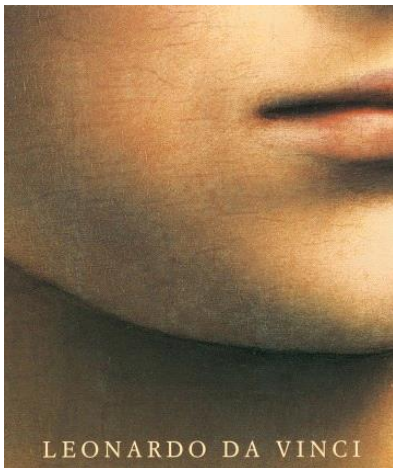
beautiful and interesting textures can be made by painting with ink and then allowing the paper to wrinkle, or by deliberately under inking old-style wooden display type. (Beaumont, 1987: 18)

Even before we start reading the combination of picture and text, which can give us suggestions as to what the text will be about. The picture is a reflection of the text. “In the same fashion as colour, display type gives pages power and pop without detracting from the article’s message”. This is a very important point, because after looking at the cover of a magazine, the customer decides to buy or not buy the magazine. Colour, typeface and graphics reflect on the mood and reader’s imagination. To convey the right message, images, space and typography must be combined in the right way (King, 2001).

Collage of text and images creates excitement and dynamism, and should allow the eye to see beyond surface meaning and successfully amalgamate a variety of complex signs and symbols. The picture and text have to work together and have meaningful connection. The organization of the elements of the cover is a creative act in which the designer must make his or her own value judgments, creating and choosing priority on the page and links for the eye to follow (Owen, 1992).

Type over the image can look attractive and be successful if there is enough contrast in colour and texture. However, it is very important to understand the value between picture and text it is also should be in visual and informational harmony. Picture can give much more power to the text if it used with a harmony and opposite text or just separate letters can give powerful impact to the picture (Tselentis, 2011: 109-110). There are many ways to play with text and background. As example, to make headline of the magazine more visible possible to use big size of letters but in the same time we can choose small size of letters but find colour of the background what can make headline of the magazine more visible and attractive. The important thing is to find harmony of the whole space (Brady, 1988: 28).

As good case of combination picture and text can be example of the cover from the book “Required Reading Range: Visible Signs”. The title on the cover says “Leonardo da Vinci” and on the cover we can see small part of his paintings. For some people it is interesting to see other parts of the paintings and some people who familiar with the artist know the rest of picture themselves but in both cases it interest and take attention from the reader (Crow, 2010:76)



*Leonardo da Vinci cover*

*Michael J. Walsh Jr., 2000*

If we think about a combined image, symbols with text, it is important to choose one as effective visual elements. Using bright, big, shocking text with light, not intrusive pictures or the opposite, using unusual, bright pictures with small, light text the difference of using different elements becomes apparent (Owen, 1992). It is always good to play with font and colour of text and background and use unconventional ways to combine them; for example, using white text on a black background and vice versa – black text on white background (King, 2001). To change objects on the picture facilitates focusing the attention and priority of the readers to concrete on a certain object (Owen, 1992).

“The decision for a typeface is just gut feeling. For me, a project just ‘needs’ to have that specific type, but it’s a very subjective thing. Of course it always has to be within the context of the project, but still, it’s a tricky and often a very aesthetic personal choice” Remco van Bladel (Klanten, 2010: 214). To make a good combination of text and background it is meter of taste and knowledge. There are, of course, a lot of rules which is better to follow but sometimes possible to brake.

One of the example of using picture and logo we can see on the magazine “Soko zine”. Logo on the cover hidden under the model. It make interest for people who are looking at the magazine, it is make them wondered what is the logo of this magazine. Another example when customers already trying to find some famous magazine and it is became more difficult for them and in the same time more interesting. However, second case works mostly with well-known magazines (Klanten, 2010: 70).



*Soko zine #4*

To give meaning to the text is important to use type which is repeated, varied, layered or manipulated and altered. Different line orientations, contrasting rhythms of pattern, and regions composed of high-contrast patterns surrounded by regions of low contrast can make text distinguishable (Malamed, 2009: 62). Colour of letters are also very important. For example red colour of letters denoting anger and aggression, yellow and green evoke calm and temperateness, blue suggest cold, and white colour – purity.

Colours can also give associations, as example orange and yellow colours associated with sun, green associated with health and well-being (March, 1988: 36). To make the contrast even stronger helps adding of red colour to already strong black and white combination. In the book “New Typography” says that red, yellow and blue colours should be preferred, because this colours are intense. Moreover, combination of red and black gives special affect and has greatest intensity. (Tschichold, 1998: 73) However, deeper we will speak about colour effect in the next paragraph.

Body copy set in the three main colours creates similar problems to white reversed out of black, whether they are on white or reversed out of black. The bright magenta and red, green and violet colours are just as tiring on the eyes, while yellow on white is far too weak in tone for any degree of reasonable legibility. The softer dark browns and greys can work well but should really only be used specifically for the copy. This ensures a far cleaner, crisper image that could otherwise be attained in general magazine production, where any fifth colour has to obtained by the four-colour half-tone process. Of course, any rules can be broken, and limited use of coloured type can work, provided that the typeface is sufficiently strong for better readability and that the quantity of body copy is restricted before eye strain occurs.

To achieve optimum legibility is possible working with colours and contrasts. If there is not enough contrast between background and text it becomes hard to read the text. For example, white text on a yellow background is anyway can lose visibility even if yellow colour is can be bright. It is better to use white text with dark background. However, using of white coloured font is always challenging. The easiest way to improve legibility of the text is to make it dark and put it on the light not too bright background. In the same time black-and-white colours gives the highest level of contrast, which gives attention and create legibility. (Tselentis, 2011: 106-107) Nevertheless, to make the choice of using white letters on black background or black letter on white is quite challenging. Most of the time it is better to use black letters how they normally do it in newspapers, because white letters on black background can sometimes look to aggressive.

### **3.4. Colour**

There are many ways when it is possible to use colour to create influence with type and layout. Does not matter which is better to choose it is always important to remember that colours interact and react with each other, some work together, some fight with each other and cancel each other out. Moreover, the background and any images can also affect the colour used for example for the type. The way the colours work together may also have an effect on legibility. This is not always a problem, sometimes designers choose to make legibility difficult in order to attract attention to the content or when using type as a graphic element in a design.

It is not always good to use bright colours to catch the eye, strong effect may be created also by using monochrome, mainly if there is contrast between sections and the range of tones is exploited. With the availability of full-coloured printing, it is tempting to make use of the full colour palette on offer but normally more limited palette can make designs stand out from the crowd.

The addition of a single colour to an otherwise greyscale layout can produce a dramatic and negative effect. Single colour may take the form of a spot colour, which is used to highlight or emphasize items or areas of a design, or to provide a link between elements of the design. This is always seen in magazine design where a colour which were chosen from an image and used for the title or other text on the page, providing harmony and helping the reader navigate the information.

Full colour may be boring but it can also give good impact if used in the right way. The combination of colours and the relationship between type, image and background colour can make all the difference. Strong colour combinations such as complementary opposites or conflicting pairs can create visual disorder that brings the content out of the page.

Colour, how any other subject in visual communication is interactive, environmental which is very difficult and sometimes misunderstood. Colour, which has physical and psychological possibilities, can make good and effective visual communication. As a physical way of communication colour is reflected by the objects we look at, and meaning is changed and translated through its use.

As it says in the book “Reading Images”: “...colour has always been used as a semiotic resource” (Leeuwen, 2006). The different colour means different things and influence on people differently. There are many researches about the colour meaning and influencing on people. In the book “Visual Language” Connie Malamed note that: “Just as salient features such as color and shape pop out from the visual field during pre-attentive processing, emotional salience stands out against a sea of neutral graphics”. (Malamed, 2009: 210)

It has long been known that different colours have different effect on the human psyche, are perceived differently and different things associated. The basic function of colour is to be communicative, symbolic and expressive. Function of colour is seen in the publications of various types in different ways. For example, if it is magazine for children the colours should be bright and happy, for men not so bright colour, “...sophisticated, masculine tone” making the cover unimposing but alluring (King, 2001).

There are lot of rules exist in the printed media world, some of the magazines follow them and some not, for example the rules says that it is better to avoid green and black colours but red is better stands out from different colours (Klanten, 2010: 70). Furthermore, the cover of magazines using unusual combination of bright colours such as orange and blue can also be very successful. The most important thing is not to be afraid to combine colours, which appear difficult to combine (Owen, 1992).

Connie Malamed in the book “Visual Language” mentioned that: “...colour seems to have the most potential to evoke emotion” (Malamed, 2009: 210).The colour of the text or image can provide the mood for the cover. Black-and-white photograph can give some nostalgic mood to the reader (Crow,

2010:55) Moreover, "...black-and-white photography gives the magazine a dramatic flair"(King, 2001).Furthermore, cold colours have sedating effect and warm colours invoke more energetic feelings, green and blue colours evoke feelings of calmness and decreased anxiety, red – exciting colour, stimulating and emotive. With colours closed to yellow associated positive and cheery emotions. In addition, highly saturated colours are more intensely felt than soft, pale and neutral colours, lighter colours are related with more positive feelings and darker colours with more negative (Malamed, 2009: 210). That is why designers always have to think about the use of colour, and the meaning of colour.

When choosing particular colours it is important to be aware about colour psychology. For example, green "can signify growth and movement", blue colour can give calm, red - energy or can convey the message of danger or power, yellow – a positive colour, but it is important to remember that yellow the least likable colour for people (Williamson, 1995: 56).

However, design is very subjective. What causes some reaction in one person, can cause very different reactions to the other. Sometimes it depends on personal preference, in other cases - from the cultural background. Simple change of a certain shade or colour saturation can cause a completely different feeling. Cultural differences mean that there will be joy and elation to call in one country may be perceived as oppressive to the other.

“Colour has proven to be a compelling way to attract attention and prompt the viewer to attend to the most relevant details”. (Malamed, 2009: 100) Moreover, colour supports to organize and categorize visual information. To direct the eyes of the viewer helps colour contrast in the form of circle, a line, or other shape. Colour helps viewer to understand what is more important on the picture and makes information which picture gives memorable. (Malamed, 2009: 100,101)

Additionally, we can also pay attention that influence of colours on people different in different countries. In the book “Global Graphics: Colors” we can find examples how colours influence on people in Scandinavia including Iceland, Norway, Sweden and interested us Finland because research took a place in Rovaniemi and Oulu. For example blue colours in Finland means purity, green means sterility, yellow and orange means heat and warmth, blue and white it is colours of lakes and snow .(Peterson/Cullen, 2000: 98-99)

Understanding of colours allows seeing the power of visual messages, and a familiarity with colour terminology can help to understand context of colour theories, as well as in the context of print-based graphics. Strategies to understand effective colour use are provided, including colour legibility and readability using type and symbols, along with colour matrices and paradigms.

### **3.5. Conclusion**

The main point of visual design to make the cover of magazine look attractive, cover should be like a magnet for the customer. Visual stimulation draws viewers into the page, making them to be curious and helping to be involved in the process of absorbing information. Visual stimulation make not important elements disappear and structures those that remain in a logical and consistent system. Good visual design make reading simple and easy as possible, thereby encouraging readership and understanding. Future customers respond to consistent page structure. The job is not to fill in the space in order to impress the reader with clear and simple information.

Visual value comes from human response to objects or other visual phenomena. Apparently, human response to visual elements is influenced by cultural surroundings and other human sensory conditions. This human reaction is the consequence of an assumed premise and a degree of probability relative to that premise. Successful cover of magazine is a cover what makes people to take the particular magazine. This is primarily credit the designer in charge of registration covers the role of the contents of this magazine oddly secondary. We often hear the phrase "to be on the cover of a magazine." We see the faces of celebrities, politicians and stars of show business, but which of them will dominate the accents on the priority themes and numbers of persons under the authority of the person who creates a design magazine covers and deals with the cover design.

Design of magazines - a complex and time-consuming process, often requiring custom solutions. Developers need to know what impact the visual component of information influence on the audience. To make the cover of magazine works in the right way needs to pick the right colours, fonts, images, shapes and pictures. Its design should take into account a number of important points; competent to use and placement of photos, should remember the trends of the time, what genre the magazine, composition of visual elements, format and size of magazine.



As result of literature research we can see how important type and colour of text on the cover. To create identity that is immediately recognizable as the most hip, the most exclusive, the most reliable, or the most creative is all very important. One of the best ways to develop or enhance a brand is through the design of a strong newsletter or annual report. The value of printed material is the ability to immediately convey substantiality. Good design can build this by portraying not only the product but the feel of the product. Design and illustration combine to explain how a manufacturer feels about a product and what it can do. Design shows that well made font and a background is a playful tool. Design, in other words – good sells.

#### **4. Results of the interview**

In my research, I would like to understand how to identify visual elements that attract more attention, thereby allowing the magazine to stand out from the vast number of different choices. Through my research paper, I would like to gain insight into what kind of visual elements can make a magazine appealing. “The influence of the visual elements of cover design on the appeal of a magazine” is the draft name of my future research paper.

My material consists of visual methods for the design of a cover in the case of an art and cultural magazine. The material complies with the approach because we can analyse visual design directly from the magazine. Through the material, I aim to study what kind of visual methods would be better to use in the design of a magazine cover. Moreover, what can make person to buy certain magazine.

I will analyse my material as follows:

1. Picture
2. Colour
3. Typeface and headlines
4. General choice

Through the opinion of different people, I hope to understand the best way to use pictures and text on the cover, and using visual elements in general. The questions for interview will be very easy for people to understand who are not involved with art. In my opinion, this is important because it would

be easy to obtain professional information from designers, but it is usually normal people who buy magazines and I also need to know their opinion. Respondents can answer the questions freely or with suggested answers. They can also write their opinion in a special empty space on the paper concerning the design of the cover and about the use of visual elements on the magazine cover. I will collect all interviews from respondents and analyse acquired information. Moreover, I will calculate percentages from the information I receive. On the basis of the higher percentages, I will be able to formulate some conclusions.

To help with my research I contacted Paavo Heinonen, the editor-in-chief of the cultural Finnish magazine "Kaltio" who advised me to conduct my research at the annual Literature Fair in Oulu, where he was going to participate. Moreover, Paavo provided me many copies of the magazine "Kaltio" over the past year and other cultural magazines he had at the Literature Fair.

As a consequence, the chosen objects of my research were examples of art and cultural magazines presented on the Literature Fair in the Oulu city on 17<sup>th</sup> of August (Ouluhalli, Ylioppilaantie 4, 90100 Oulu ). Part of the interview was done in the book fair in Oulu and part in Rovaniemi with freely chosen group of people. My target group of people can be divided on 2 groups. First group of people who are "interested in reading" and came to the book fair probably to find good book and second group of people who were chosen randomly from my friends and people I know, most of them "not reading books at all or reading very rarely".

Research was done in duration from 17<sup>th</sup> of August until 25<sup>th</sup> of November 2012. In total 28 people were participated in interview. There are 16 male and 12 female. In the age before 18 - 0 people, in the age 18 - 25 -17 people, in the age 26 -35 - 1, in the age 36 - 45 - 10 people. Social status of 17 people is employed and 11 student. Research show that 9 people buying magazines every month, 15 people do not by magazines at all, 1 person buying every week and 3 buying magazines rarely. Magazine about cultural and art buying every month or rarely only 5 people, do not buying at all 23 people. Most of people who is buying magazines about culture and art in age 18-25.

In the Literature Fair in Oulu interview was conducted using questionnaire and 20 magazines laid out on the table. I was standing near the table with all magazines and were asking random people to answer on my questionnaire. All people were very friendly and answered openly on my questions. Later on, I continued my interview at home. I took examples of each magazines from the Literature Fair and tried to put them in the same way at home. Then I asked friends and their friends to answer

on my questionnaire. I interviewed people always one by one. To do an interview at home was much better because I was more relaxed and my friends were not in a hurry to answer my questions. Therefore, I can say that the interviews at home were more productive but in the same time in my opinion interviews on the Literature Fair were more real and truly.

Each participant had the possibility to look at all offering magazines and make a choice. Participants were asked not to pay attention to the topic of the magazine and not to look inside the magazines. For each person the questioning took about 15 minutes. Questions were asked in free form.

It was important that people who were invited to the interview could make the choice because of the name or of the text on the magazine. They were asked to pay attention only to the visual elements not to the meaning of the text but personal factors should be adopted. Moreover, in the Literature Fair were particular choices of cultural magazines randomly located on the table by Paavo Heinonen. It should be noted, that covers of magazines were not in all colours and colour tones.

I interviewed Finnish people mainly and had some problems with language barrier because I do not speak Finnish language very well. Moreover, not many of the interviewed could speak English language that made their answers being quite simple and give me not very detailed answers. It was difficult during the interview when people could not explain me in native language their opinion but I think that it also helps me to analyse all information I have from the interview later on. In the same time, there was also a positive moment because it was easy to understand what covers of magazines were successful and which are not with simple phrases I have from questionnaires. For example: "I like this magazine cover", "I do not like this colour", "It is beautiful colour", "It is ugly picture".

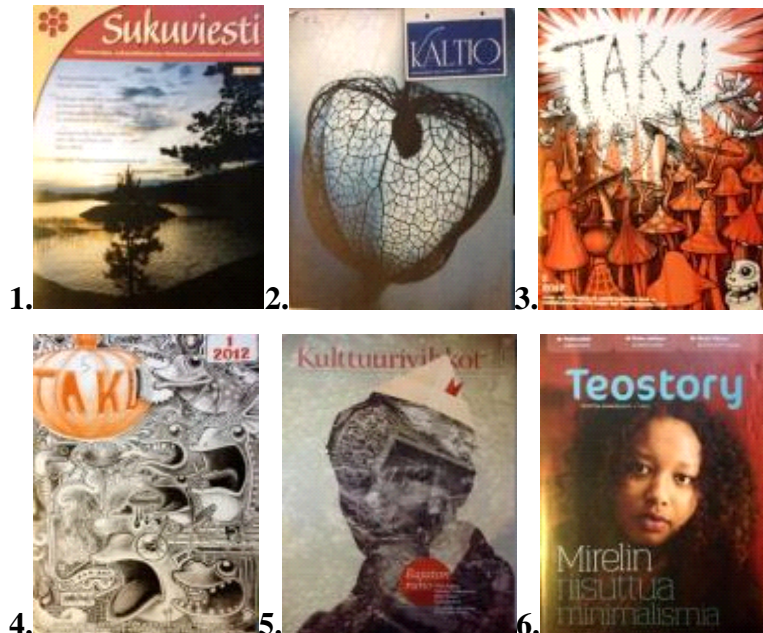
People I interviewed were in quite different social statuses, different ages and different backgrounds. In my opinion, it surely affects results of my interview. Most of the people who I interviewed on the Literature Fair in Oulu in normal life buy magazines about Culture and Art quite often. Most of the people I interviewed after the Literature Fair were chosen randomly buys or read magazines rarely or do not prefer magazines at all.

Were chosen art and cultural magazines as: Kaltio, Teatteri and Tanssi, Taku, Kulttuurivihkot, 12, Sukuviesti, Teostory. 20 examples of art and cultural magazines were presented.



## 4.1. Picture

### The most popular picture



As a result of research I found out that interviewed people preferred creative picture or picture with not usual in their opinion image, for example, if they could not understand what is the image about it made them to be interested and attracted their attention. As example, magazine “Kaltio” #2 was very popular choice because people could not understand what objects depicted on the cover, one interviewed mentioned: “interesting, but I am not sure what it is”. Moreover, blue colours of cover magazine #2 gave good impression on interviewed. Blue colours associated with sky and the sea, they give calm spirit. (Peterson/Cullen, 2000: 14-15) The cover is the first step reader gets familiar with publication. If cover is successful, buyer enters into the second stage - a journey through the pages of the magazine. In addition, it should proceed without difficulty. The aim of colour is to help reader to navigate in the publication. Properly selected colour package will help you select your product from the competition. The choice of colours must consider not only what product you sell, but to whom you sell it. It is important to remember that the colour - it is one of the most effective instruments of influence on human emotions. In the cover of the magazine #2 colour were chosen successfully and had positive impact on the participants of the interview.

Moreover, on the cover of magazine #2 in addition of using soft blue colours possible to see using of soft and around shapes. Shape and the colour has the emotional impact on people. Square, rectangular, round, oval, triangular plane differently distribute the viewer's attention. Simple geometric forms faster and better perceived by the audience remembered compared with complex shapes. There are some well known techniques to attract people's attention due to the form given to the object of perception.

In particular, an effective way to attract attention is to allocate on one element among others. Some impact on the perception of information have shaped lines. It is believed, that the vertical or horizontal straight lines associated with calmness, clarity and even solidarity, and curved with grace and ease. However, this is true in certain circumstances, for example, more than horizontal or vertical lines and the contrasting colour chosen for the image, the more discomfort they produce. That is why blue colour and soft around shape of magazine #2 made it to be “pleasant” for participants of the interview. (Interview № 8, 9; 17.08.2012).

In the magazine “Kulttuurivikkot” #5 used silhouette of the person, that is also one of the successful ways to takes attention of the viewer because it makes viewer think and guess to whom that shape belongs. As it confirmed in the book “Visual Language”: “A silhouette evokes recognition by retaining the most important shape information derived from its edge, whether it is a portrait, human form, or object” (Malamed, 2009:112-116). As I noticed, creativity one of the successful ways to attract attention of people. The unusual packaging is always able to attract a people attention. Studies show that consumers who make their choices, focusing on packaging, at least a third of cases take a decision based on their own taste.

Research shows that photo of nature on the picture is also very popular and attractive for people. We can see that on the example of the magazine “Sukuviesti” #1. Cover with a face was very popular choice that means it is quite successful visual element as also was stated in the book “The Art Directors’ Handbook of Professional Magazine Design” (Moser, 2003). It says in the book that to grasp the attention of potential readers, magazines mostly use photographs and drawings on the cover, and photos commonly show people’s faces and full-length figures (Moser, 2003).

As an author of the book mentioned, drawings in my research were also popular choice. People prefers interesting or unusual picture like on the cover of the magazine “TAKU” #4. On the cover of magazine, we can see dynamic image. During my interview, I had good feedbacks about that

drawings: “Beautiful drawing”, “Interesting drawings” There are many drawings with big and small size images, which gives to the image expression of movements. Some of the drawings illustrate faces of unusual animals. Interviewed said that cover is: “catching”, “artistic”, they like that it is “a lot of things on this drawing” and liked the “idea”. (Interview № 2, 12, 15; 17.08.2012). Many of the animal’s images shows expressive emotion. With this cover, we can see how composition can direct our eyes from one place to another, from smaller to bigger object and back. Name of the magazine on the left upper corner also take our attention because of bright colour but it is looked balanced with background due to it is many detailed drawing (Poulin, 2011: 94).

Important question is to give an illustration of a photo or picture? On this occasion, were developed two views. The first view is that it is better to use the picture as drawing more closely considered, than a photograph. According to proponents of this approach is the result of life experiences, as photo viewed quickly and artistic picture of a man long considered. The second point of view comes from the fact that it is preferable to use the photo, because it better conveys the reality is more credible. In my research, the most popular covers had drawings, most of participants of the interview were interested in the drawing. Participants were looking at the drawings long time and made a choice mostly towards cover with drawing.

The other question is what is better to give, one large or small images instead? As with the previous question, are exist opposite views. In some textbooks are advised to focus on the big picture. Other tutorials recommendation opposite - instead better to give a large number of small images. In the case of my interview many-detailed drawing were more popular as we can see in the magazine # 4. Moreover, if talk also about colour, cover of magazine # 4 made in two basic colours, black and white. Black and white colours are the most commonly used colour in a classic print, which has good function - be in accordance with almost all other colours. That is why drawing on the cover looks harmonious with orange title of the magazine. Black and white are opposite contrast colours. White and black are characterized by great visual impact, so their use requires a good artistic taste. The most commonly used background is white, the natural colour of the paper. Recently, in many printed works as a background used black colour, which dramatically highlight the elements of the whole composition.

On the magazine “Teostory” #6 depicted face of the woman which take our attention not only because it is full-face photo and depicted person watching at us but also because of using darkness and lightness which also attract our attention. (Leeuwen, 2006:177) As it also says in the book “Visual

Language”: “...image of people face on the cover attract viewers, our brains appear to have specialised mechanism for detecting and recognizing human faces”. (Malamed, 2009: 92) Perhaps, it is quite understandable reason for cover with a face to be attractive, in normal life we used to look at people faces, look in their eyes. Same effect happens with cover of magazine, automatically our brain look in the eyes even it is just photo of face on the cover of the magazine. Some interviewed said that it is “nice to see face” on the cover (Interview № 13; 17.08.2012).

In the magazine #3 we can see very good combination of the illustration and the name of the magazine. In that case, name of the magazine is an important part of the whole illustration. One goal of graphic design is to achieve visual unity and harmony. All the parts of that cover reconciled so they support each other. In the other words, elements working together with greatest interest to the reader and with the least resistance from the reader. Magazine #3 is a good example of using design components as a space, unity, balance and colour. During the interview, many people gave good feedbacks not only to the type of the font but also appreciated good combination of font and picture of the cover. “Interesting font”, “Unusual font and I also like mushrooms”, all this comments proved the successful influence of using creative and artistic font. (Interview № 9, 15; 17.08.2012)

Consider white space around the name in relation to the other design components on the cover of magazine #3 we can see that they working good together. It attract attention to the name of the magazine but in the same time not taking whole attention from the cover because of small detailed drawing. All elements on the cover are in agreement with each other that create unity of the whole. On the cover, we can see many components like: drawings, colour, tones and white space, shapes and the relations between them. However, observer already receives the total image as the result of the interaction among the components.

Sometimes it is necessary to create a strong colour contrast between elements of the composition. On the cover of the magazine #3 this elements are white background around the title of the magazine and drawings made in read bright tones. We must remember that the contour and shape of the item the better visible, the greater the difference of its colour with the background colour. In other cases, strengthen the main part of the composition according to the colour saturation, and if this is not done, the contours of this part of the composition will blend into the background.

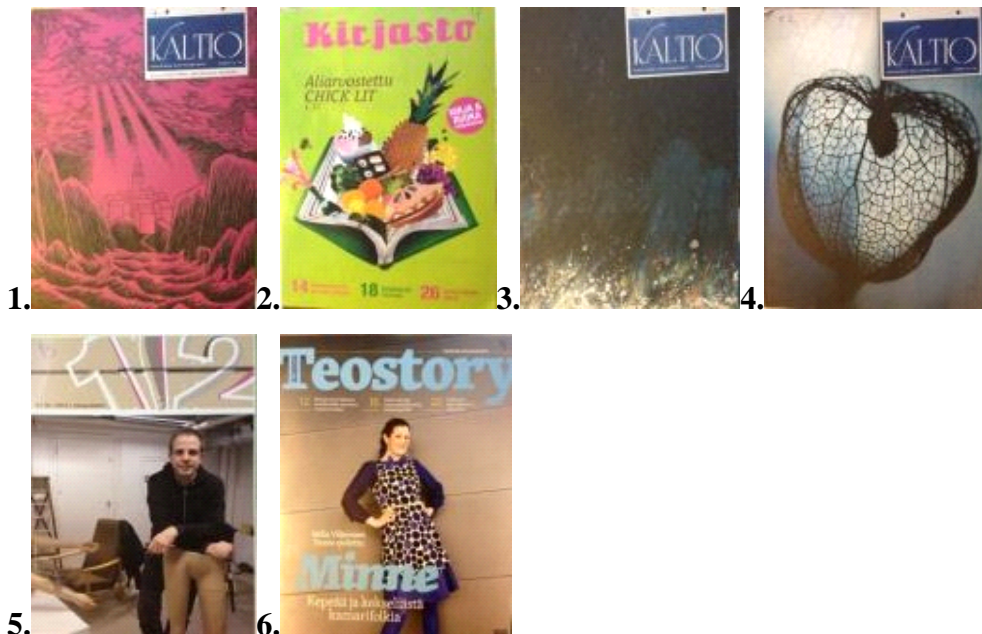
Moreover, red colour used on the cover of magazine #3 had a positive impact on the choice of participants during my interview. Red colour known as a colour which adjusts to resolve, and can



cause a person a strong desire to make this or that act, and, in relation to the topic of our conversation, to make vigorous efforts and buy, for example, that you are promoting. This colour is like no other, is able to quickly attract the attention, fix outlook on the subject of advertising. The semantics of this colour - the attention, do not pass by, act for the sake of action: boldly, recklessly, yielding the first feelings. Red colour also has a certain sexual charge.

## 4.2. Colour

### The best colour combination



Colour one of the quickest method of transferring messages and meanings. Colour stimulates and influence on the all senses, represents abstract concept and thoughts, express fantasy or wish fulfilment, recalls another time or place and produces an emotional response. There is no better place to understand the power of colour that in the market place where is a vital key in communicating a positive, enticing and appealing image to a product. Colour must immediately appeal the customer eye and give the message of what the product is all about, create a brand identity, and of course, help to make the good sale.

Most of the human reaction to colour is subliminal and consumers are generally unaware of the pervasive and persuasive effect colour. The psychological effect is immediate as colour stimulates the senses and gives its power of suggestion. The power that colour gives is seen at every level of communication: in corporate identification and logos, signage, advertising, billboards, in print media and packaging and on the computer.

As a good example of colours power in marketing, as consumers speed down the market way, their eyes rest on a package for about 3 seconds. In that time, visual element must influence on the observers opinion, inform them of the image contents and, of course, appeal to their psyches. As difference between choices of people in different sex can be conclusion that females prefer more: pink, light green, dark and light blue colours and males prefer dark blue, grey, dark green, black colours more than others.

As a result of research, we can see that people prefer pink and black combination like in the magazine “Kaltio” #1. They say that these colours are: “strong colour”, “stands out from other magazines”, “simple” (Interview № 3, 4 7; 17.08.2012). In the book “Guide to communicating with colour” bright pink colour named as: exciting, happy, hot, attention-getting, energetic, youthful, spired, fun, trendy, and wild. That definition gives positive impact on the choice of potential buyers. (Eiseman, 2000, 63)

Most of warm colours are recognized as excitement colours and all tones of red, it makes the highest humans excitement. Started from cars to clothes, red colour stimulates all kind of appetites; red colour actually can make you excited. In printed media red colour is actually colour which is not possible to ignore, because it is quite aggressive colour which is getting attention and demanding action. Word association studies and consumer response studies tell us that the consumer sees red as passionate, provocative, exciting and dynamic. It is also seen as the sexiest of all colours and is equally seductive in the marketplace. Any design done in red takes on a red persona. If somebody wants to buy red car, he/she actually think that it makes him/her more sexy, passion and active person. Red colour is also associated with mother, as we all come from mother’s body where the main colour is red.

In the magazine “Kaltio” #1 we can see not exactly red colour but some tone of red which is more in pink tonality. Pink or dark pink colour has almost same function as red. Pink colours usually used for not very expensive, fashionable product. Moreover, red colour reminds us about romantic. However, pink is still well-known as gentle, “woman’s colour” which we can see in my research because most

of the people interviewed people who choose magazine “Kaltio” #1 is females. Pinks are viewed as soft, intelligent and romantic.

About green bright colours like in the magazines # 2 people say that it is: “colourful”, “bright”, “pleasure colour for eyes”, “reminds about forest”(Interview № 1, 2, 9 14; 17.08.2012). People prefer covers with many different colours. William Owen consider that the cover of magazines using unusual combination of bright colours such as red, orange and blue can also be very successful (Owen, 1992). The popularity of bright colour and soft colour are equal. Harmonic and pleasant colour is also preferable.

However, general colour of magazines “Kirjasto” # 2 is light green. In the book, “Guide to communicating with colour” bright-yellow green colour named as: artsy, sharp, bold, gaudy, trendy, tacky, slimy, and sickening. (Eiseman, 2000, 63) Because of its association with nature and foliage, most customers react to mint green as very fresh colours. Light and bright green colours are associated with fresh new grass and summer. Light greens are elegant, while deep green colours are associated with calmness and forest what is considered in my interview.

In the magazines “Kirjasto” # 2 tone of green is more close to yellow colour. Green colours with yellow tone are associated gardening or floral theme. It is an excellently gets attention and successfully catch the eye. Nothing will catch the eye more than an image with light bright green picture. However, olive is a colour that does not attract good enough unless it is combined in an interesting or unusual way. It is very significant what tone of colour is better to use on the cover because not all greens are can be successful and appealing.

About of good association with green colours also says in the book “Creative Typography” that green associated with health and well-being with colours closed to yellow associated positive and cheery emotions. In addition, highly saturated colours are more intensely felt than soft, pale and neutral colours, lighter colours are related with more positive feelings (Malamed, 2009: 210).

Blue colours like in the magazine “Kaltio” #3 and #4 make thinking about the sea, many participants of the interview gave to the cover positive feedbacks and named this colours as “beautiful” and “pleasant”(Interview № 8, 9; 17.08.2012). Associations with the colour produced by a person on the subconscious level. This process has been for thousands of years, so many of the concepts associated with color are already in people’s nature.

In the book "Guide to communicating with colour" navy blue colour named as: credible, authoritative, basic, classic, conservative, strong, dependable, traditional, uniforms, service, nautical, confident, professional, quite. (Eiseman, 2000, 63) Blue colours are seen as reliable, honest, and trusty. It inspires confidence, making it ideal for image. When we watch blue environment like sea or sky we always feel restful and it makes us calm and happy.

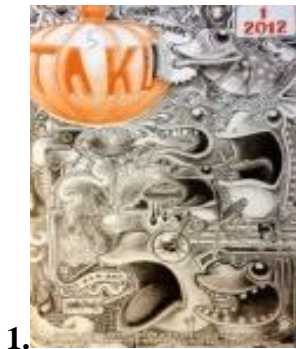
People are always become calm when they see blue colour and when blue colour comes up, the brain sends signs that influence as a tranquilizer. Dark blue colours almost close to black like in magazine "Kaltio" #3, gives the tone with power. Dark deep blue is the most serious and powerful colour to compare with other blue tones. Concentrated black or very dark blue colour can look warning, however light blue colour looks more friendly and welcoming.

As it says in the book "Using Visual Aids in Business. The Effective Use of Type, Colour, and Graphics" the colours that go together with a light background are: black, red, orange, green, blue violet and yellow. We can see some examples of these rules being followed with magazines # 1, 2, 6. With a dark background, the most colour contrast is achieved by using: white, yellow, orange, green, red, blue, violet as we can see on some examples of the magazines # 3,4 (Williamson, 1995: 56)

Colour gives big sense to message because it makes the visual message works, bringing an immediate impression that is always understood. This is mainly significant in conveying a mood or idea where visual communication is not used. Colour is a worldwide visual language that do not have any cultural borders in the world.

### 4.3. Headlines and typeface

#### The cover with best headlines and typeface



When we think of type it is usually in the context of communicating the written word and often, in that process, we do not notice the type itself. We tend to ignore the type or letterforms themselves, as they are usually only a vehicle for the message. When somebody read a magazine, unless it is person who is interested in typography, he/she probably will not notice the typeface that has been used. Moreover, if the viewer does notice the typeface, or the way it is used, it may be for negative reason – for example, because it impairs the legibility of the text. Headline, or display, typeface is usually intended to draw attention to isolated words, phrases or short sentences. Such typeface tends to be eye-catching and nice-looking but would prove difficult to read in a large block because they often incorporate complex or individual designs.

Choosing the correct typeface can be a daunting task for the inexperienced designer-where to start? What size? What weight? There are literally thousands of faces to choose from, which can make the whole process all so intimidating. Moreover, not only does the typographer have to make a decision

about the right style of a face, but also about the correct weight and tonal colour. Tonal colour is affected not only by the weight of the typeface but also by its letter arrangement, words spacing and line spacing. To a lesser extent it is influenced by the length of line, although this will affect general readability more than tonal colour.

Word arrangement can also be controlled, but again too much or too little space can affect legibility. Word spacing is affected by the style of typeface chosen. Condensed faces require less space than expanded faces do, and small type sizes read better with a little extra word spacing. Too much or too little space can cause the individual words to merge as one, creating complications for the reader in distinguishing one word from another. Too much space can cause rivers that disrupt the natural movement of the eye from left to right. The most common method of highlighting text is by increasing the weight of the typeface, from light to medium, or medium to bold. It attracts attention and is hard to ignore. It will have a better effect upon the tonal balance of the layout. This is the good purpose for using the heavier type.

The style of headline does of course have to be sympathetic towards the product, but that is no reason for reduced creativity. Not only is the product significant but the socio-economic groupings of the projected market and the age of the potential consumer had also to be taken into account. As I analyse Art and Design magazines which read normally people creative or people interested in art and creativity we can expect the font to be creative and even aggressive. Blocks of different colours behind type, a complete mix of founts for every character, the introduction of script capitals together with serif characters, italic founts with the stem aligned vertically allowing the type to run uphill—all are possibilities and can be successfully mixed when appealing to creative and artistic people.

Art and entertainment promotion is very much to do with the creation of mood. The imagery, combined with the relevant colour scheme, has to provide an expectation, promise a new experience. In that case, the colours should be used – loud, vibrant, soothing, discordant, avant-garde or traditional.

Display type has to catch readers attention and “pull them in”. Font should be big enough to be seen from the distance (Tselentis, 2011: 35). The reasons interviewed people mentioned when they chose a particular headline was: “clear”, “simple to read”, “good contrast with the background” (Interview № 4, 9, 14, 15; 17.08.2012). As it says in the book “Type, Form& Function” type has to be “legible”, otherwise if it will be too decorative it will take too much attention to the font then to meaning of the word. There are many other ways to work with a font, as example “consistency of form” and “colour”.

Moreover, letters should not be in different colours from each other, because it is also can take too much attention without any useful reason (Tselentis, 2011: 34).

However, many people still prefer unusual headlines and creative type of face because it is different from most of usual covers. In magazine #3, we can see the use of bright, big typeface with a combination of a light-shaded picture (Owen, 1992). Contrasts divided into two types: an achromatic and chromatic. The essence of achromatic contrast that bright spot on a dark background seems even lighter and dark on a light, even darker than it actually is. Colour contrast effect occurs when interaction of two chromatic colours or matching achromatic and chromatic colours. Most often gain of the contrast resorted to a comparison of complementary colours. Due to the colour contrast, information cannot only can be highlight, but also can strength its significance. In the case of magazine #3 we can see good example of the chrome contrast, bright blue letters of the name of the magazine on grey background.

The distance between letters and words is another aspect of spacing that may affect legibility and readability. In magazine #3 big letters with very little space between them. The adjustment of space between individual letterforms is usually referred to as kerning, and the spacing between letters across a section of text is known as tracking. Using coloured type can be an effective way of enhancing communication or attracting attention.

Bright blue letters of the name of the magazine #3 looks noticeable because of contrast with a grey background. Contrast can also help to establish hierarchy, as well as making the design more interesting and exciting. Contrast may be achieved also in various ways, between typeface, between large and small type or hand-rendered and mass-produced type, between different tones, textures, weights or densities type. All of these techniques, and many others, will establish the tone of a design and enable you to guide the viewer.

Furthermore, in magazine #4 we can see a play between headlines and background. The background is a quite light grey colour, however as it comes into contact with the headlines it becomes darker, thereby making the light colour of the headline look pronounced in the contrast of the rather dark background. As it says in the book "Magazine design that works", it is always good to play with the fonts and colours of the text and background and use unconventional ways to combine them (King, 2001).

In magazine #2, is also a play of background and name of the magazine using for the purpose of focusing the attention and priority of the readers to concrete on a certain object (Owen, 1992). Moreover, the name of the magazine in this case became a part of the image/drawing on the bottom section of the cover. The drawing is quite concentrated, however, because of white part on the top of cover where the headline is written, it makes the cover achieve more balance and the headline is emphasised, as well as the image being correctly placed.

Moreover, in magazine #2 we can see a lot of space around the headline, this space has a name – emptiness. Design elements are always viewed in relation to their surroundings. Emptiness in design is called white space and lies behind the type and imagery. Nevertheless, it is more than just the background of a design, for if a design's background alone were properly constructed, the overall design would immediately double in clarity and usefulness. When it is used intriguingly, white space becomes foreground. The emptiness becomes a positive shape and the positive and negative areas become intricately linked. White space around name of the magazine gives it visibility, even we have many detailed illustration on the cover white space around helps not to lose name of the magazine of the cover. Interviewed depicted font of the cover of magazine #2 as: “not bright”, “not aggressive”, “interesting”, “simple”. They also said that it is “simple to read” text (Interview № 4; 17.08.2012).

Font on the cover should attract the reader attention and help him focus on reading the text, highlight the most important arguments. Each typeface gives to the text certain emotional impact. When choosing a font, need to be aware that it must conform to the advertised product. For example, using fonts with complicated pattern and contrasting strokes like in the magazine #2, can emphasize lightness, elegance products referred to in the text. Fonts more simple design with a rectangular outline letters suitable for typing, which is advertised simplicity shape, durability, reliability of the subject.

Magazine #1 also shows an interesting combination of headline and background. A very detailed black and white drawing that does not outweigh the headline because it is also set within the frame of another drawing and has an orange colour. Below the cover more to the right corner are the biggest objects of picture, faces with open mouths and tongues takes attention because of size and dark big spots. Composition of cover is balanced by the orange coloured logotype of the magazine. The result is a well-adjusted look that incorporates the correct weighting of objects. Balance is an important aspect of visual communication.



There are two kinds of balance: symmetrical and asymmetrical. Symmetrical balance does not look the same on both sides, but the dissimilar halves are in a state of equal tension, or “balanced asymmetry” like in our case with Magazine #1. Symmetry is balance through similarity, asymmetry is balance through contrast. Asymmetry, which means “not symmetry”, suggests motion and activity. It takes our attention from the name of the magazine on the left up side and then back to the illustration on the right down corner. Asymmetry actually creation of order and balance between unlike or unequal elements. (White: 2011, 39)

Having no predictable pattern, asymmetry is dynamic, White space in an asymmetrical design is necessarily active, because it is integral to our perception of the positive elements. Therefore, the deliberate use of white space is necessary for successful asymmetrical design. Active white space is carefully considered emptiness. Its shape has been planned. However, asymmetrical design does not guarantee a dynamic, lively design. Nevertheless, the structure is more flexible and allows greater freedom of expression to reveal the relative importance of the content.

Name of the magazine #1 has a strong connection with background, illustration of the background wrapped around the text, which gives the design a more fluid appearance. Known as text wrap or runaround, this device can also be used to draw attention to key information or to relate type to an image by copying its shape. To maximize its impact should be carefully considered and not overused. Moreover, interviewed said that drawings on the cover of magazine #1 are “beautiful” and “interesting” (Interview № 12, 15; 17.08.2012).

Additionally, in the Magazine #1 used warm colour - light red or orange colour of headline. Colours also have temperatures: yellow, orange, red, purple and pink tend to be warm, whereas blue and green are cold. However, the shades of each colour of the spectrum can have a temperature which is opposite to that of its pure colour, a pale yellow can be cool, whereas a yellow-green can be warm. However, in our case we have warm orange colour. Orange colour used in the Magazine #1 (as well as all reds, yellows, purples) are good the attention getter, which is very powerful communications especially in combinations with black and white background what is only increase power of headline.

Light, colour, shape, font, image and their spatial arrangement - all these aspects are of similar design advertising biggest psychological impact on the conscious and subconscious of consumers, and therefore, it is equally important. In addition, they have a synergistic effect, which means that the

result of their simultaneous use is many times the amount of the benefits offered by the use of techniques to increase the impact of each of these elements separately.

#### 4.4 Cover of magazines that catch people's attention



Marketing and psychologists have long noted that the colour of packaging and advertising media plays a significant role. By making choices in favour of a publication, the buyer evaluates not only the content but also the appearance. Of course, the first thing the reader sees - this colour scheme covers. Colour mostly have communicative, symbolic (cognitive) and expressive (emotional and aesthetic) function.

Often people spend on the valuation of product a few seconds, that is why I were asking participants of the interview to try not to think long about choice of the magazine but immediately

make choice just with first impression of the cover. I was asking participants to come inside the room, where were taking place my interview, one by one. Nobody from the interviewed saw magazines before, I tried to make similar situation, which could happen in the normal shop when customer comes to the place with magazines and started to make choice.

My research findings indicate that covers which catching attention usually has unusual or funny picture or many different bright colours. Colours which catching attention is pink, blue and black and white combination. In the book "Guide to communicating with colour" it says that the strongest catching and dominant colours is: bright red, bright pink, red purple, bright blue, bright yellow-green, black. These colours give the most powerful responses, for example bright red, red purple and bright pink named as exciting and energizing colour. Bright blue is very energetic and electric colour and black can be very powerful and strong colour (Eiseman, 2000, 63)

Covers with drawings or paintings that we can see in the examples of magazine #1 and #3, were also popular as a choice that is why we can name them as "catching attention" elements. Drawings used on the cover in magazine #3 could be popular because of colour contrast. Many interviewed gave very good feedbacks about that cover because of "interesting" drawing. (Interview № 12, 15; 17.08.2012). Using of black and white colours in addition with thin sharp line easily detected by the eye. However, black and white image drawn with lines and without shading gives visual impression to the information without any destruction. (Harris, 2006, 152)

Moreover, colours of the magazine #1 are very strong and powerful combination. Dark pink and dark black is a backdrop for added drama and gives provocative message. Female participants of the interview choose exactly this cover quite often. They choose that magazine because the cover is "pink", "simple" and "stands out" from other magazine covers that I offered. Many of participants named pink colour of the cover as "red", they choose cover because it is "bright" and "simple" and because they like "red and black combination" (Interview № 2, 15; 17.08.2012).

In the magazine #4 we can see strong combination of deep blue and black colours. Black colour means authority. (Eiseman, 2000, 80) Magazine #4 was chosen by many interviewing people because of pleasant blue colours and unusual picture, because this colours remind of the sky and the sea and also they "natural", "interesting", "nice" and "culming colours". (Interview № 4, 7; 17.08.2012). On the picture we can see unusual object which is difficult to recognize, many interviewed asked me to explain what is the object depicted on the cover but I asked if they could

analyse image with not thinking about the sense of the picture but just about the feeling and association.

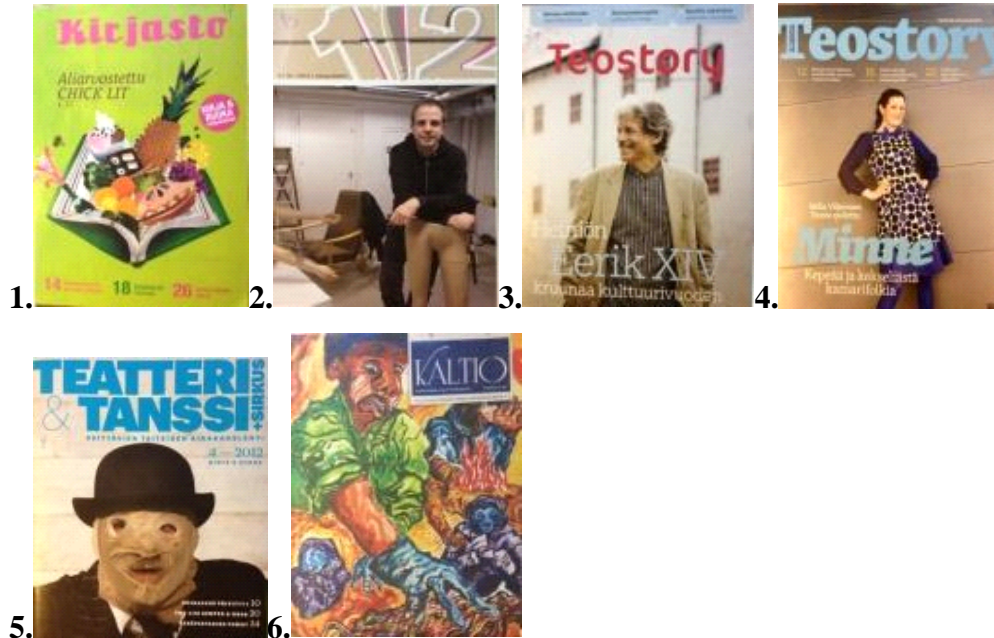
Magazine #5 also contains bright colours on the cover. Bright light green background has a good combination with others light colours as pink, yellow and orange. Many people appreciated bright colours, during the interview they choose magazine #5 as a magazine which takes attention more and has “bright” and “pleasant” colours, some of the participants even said that “pink and green go together very well” (Interview № 13; 17.08.2012). With that cover of magazine very difficult to say what is the magazine about, that is why many interviewed people we curious what is inside of the magazine. This interest made them to choose magazine #5 as more catchable attention.

Magazine #2 contains provocative paintings, which cause absolutely contrasting reactions on the interviewees. At the Literature Fair in Oulu, where my research took a place, many people were interested in this magazine and it was the magazine that caught the most attention. It was the most popular picture for people to take a look at and look what is inside and what this magazine about. In my other part of research at the Literature Fair I interviewed people about this cover of magazine and people only had negative feedback to give about the paintings on the cover. Moreover, placing text over a background other than a flat colour can produce eye-catching results, there are certain consideration to bear in mind. When laying text over an image that contains many variations of tone, because it is likely that contains many variations of tone, because it is likely that some of the tones will be similar to the color of the text.

A lot of magazines chosen by viewers were magazines with illustration on the cover. Illustrations were the only way to make magazine cover in the beginnings of the magazine publishing. Nowadays, illustrations are used to make cover funny or unusual and there are not so many magazines that use illustration for covers. Most of magazines that use illustration, illustrated covers are independently published magazines that do not rely on sales for example like Finnish art and cultural magazine “Kaltio”.

## 4.5. General choice

### 4.5.1 The picture people choose as worse



The criteria which repelled people is: “messy”, “boring”, “does not say anything”, “not interesting”, “too simple” (Interview № 1, 2, 3, 12, 14, 15; 17.08.2012). Research shows that some picture can even repulse. Magazine “Teatteri and Tanssi” #5 and magazine “Kaltio” #6 caused the most negative emotions of interviewed people.

During the interview, many people even did not want to look at that cover of the magazine #5, especially females. Women during my interview were they most emotional and negative towards cover #5. Many of them said that cover of magazine is “scary” (Interview № 3, 4, 6, 9, 10; 17.08.2012). Magazine #5 caused only bad associations from interviewees. Even though it was a provocative and unusual image on the photograph of the cover, which indeed can be catchy and successful, but in this particular case had negative response and got negative feedbacks from the participants of the interview. Many interviewed named this cover "ugly" and did not even want to take magazine in their hands.(Interview № 6, 9, 10; 17.08.2012).

Magazine #6 received very contrasting feedback. Some people totally appreciate the painting used on the cover and some people hated it and named it "awful" and "messy" (Interview № 3, 4, 6; 17.08.2012). Even though, cover of the magazine bright and colourful it does not make it popular because of the image. On the cover we can see a man with scared face, with too long hands and other unknown objects, all picture made in style of surrealism. In my opinion, it is important to remember that it can be risky to choose unusual picture for the cover of magazine. I noticed when was in the Literature Fare in Oulu, there were more people connected to art and culture, that kind of people appreciated magazine #6 more, because understanding unusual drawings and painting, in my opinion, need creativity and creative thinking.

However, most of the people who I interviewed later did not like cover of the magazine #3 at all. That gives me idea that it is possible to take a risk and to creative cover if it is aimed towards artistic people only. Many people were taking magazine in their hands and looking what is inside. They were interested in this magazine. However, in my research most of people did not like picture and choose it as worse. For example, about Magazine #6 some participants said that they feel that something "bad happening", they had "strange feeling" about the cover, some kind of feeling of "hearting" (Interview № 7; 17.08.2012).

As I noticed during my research, complex, detailed, and not clear at first sight images, often stop attention of viewers. In visual design made for a large audience, it is important not to make image too complicated, because the image it is not a simple mosaic. Person looking at design, looking for perfection in the understanding of the information presented, always striving to conclude by making it undergoes aesthetic satisfaction. The task of the designer is to build a solid, concrete associative array, revealing the topic.

In the same time on the cover of magazine #6 we can see how many detailed drawing/painting did not have successful impact on participants of the interview. Many interviewed named cover "messy". That tells that it is always important the image and what exactly depicted on the cover, especially it is always need to be careful with using surrealistic style of picture and remember that all people has different taste and making many detailed surrealistic image can be risky for the magazine success.

Magazines #2 and #3 were chosen by many interviewees. They were saying that they would never buy that magazines, because they did not know who are the people on the cover, interviewed did not want to find out who they are. Interviewed said that cover of magazine #3 “boring”, “plane”, “usual”. In their opinion, people on the photo of the covers were "boring looking people". That is why, it is important that people on the cover should be famous or at least look "interesting". They should catch attention of potential buyers and make people want to find out who they are actually are.” (Interview № 15; 17.08.2012).

Moreover, popular criteria to choose magazine as a worst was the word “Boring” (Interview № 2, 3, 12, 15; 17.08.2012). As it says in the book “Visual Language”: “...research shows that people prefer emotional pictures to neutral ones” that confirmed that picture should not be “Boring” and should have emotional impact on viewers (Malamed, 2009: 210). Sometimes buyers comes to the shop without reason to buy particular magazine and want just to choose something interesting to read. They look quickly to all the covers and choose the most interesting and attractive cover. “Boring” cover will never take buyers attention.

The undertones can radically shift the temperature of a natural and change its psychological influence. For example, a warm grey is never as serious as a calm, collected, cool grey. Warm sandy beige is friendlier than cold white colour. It is not compete with other colours and highly suggested as a barrier between bright colours to reduce the intensity of the brilliance. That is why magazine #2 and #3 were lost in combination with other magazines with strong and bright colours, these magazines were lost there and “loose the colour fight”.

Interviewed did not like picture that cannot say anything for them as example magazines “Teostory” #3, 4 and magazine “12” #2. Possible because they did not recognize people depicted on the photo even in the book “The Art Directors’ Handbook of Professional Magazine Design” says that full-length figures on the cover should grasp the attention of potential readers (Moser, 2003).

Moreover, in the magazine #2 and #3 used neutral colours, which can be beautiful, and harmonious colours, but not the best colours to grasp people attention. The neutral tones of beige, grey and taupe are still a psychological presence that impart a message of dependability. Taupe is sometimes referred as “greige”, literally the combination of grey and beige. Neutral colours may also be described as monotonous. Neutral colours considered as “safe” and calm colours. Print

media are for the consumer in the same commodity, like candy or cigarettes, and making their choice of a publication, the buyer evaluates not only the content but also appearance.

Of course, the first thing the reader sees is colours of the cover of magazine. That is marketers and psychologists have long noticed that the colour of the packaging and advertising media plays a significant role. Increased use of paints and growing throughout the competition between entrepreneurs seeking to achieve higher and higher revolutions have led to the rapid development of the psychology of colour, although some of the research work, especially in the field of marketing, was not more than a variety of samples.

However, the most negative impact on the viewer had “ugly” and “messy” pictures like in magazine #6. Magazine #4 gave impression of the woman magazine because of the woman depicted on the cover, participants said that magazine #4 “looks like a woman magazine”, it is “boring” and “not interesting” (Interview № 2, 5; 17.08.2012).

#### 4.5.2 Cover of magazine would people buy





The general choice was the most difficult decision because after all questions I asked before, after all choices they made they had to choose the best cover from big choice of magazines. During the interview, I find out that sex of the people makes the difference and influence on the choice. For example, males prefer more covers with drawings that was proved in my interview. Males prefer more complex images than woman does. Women in general prefer simple and clear shapes.

The choice to buy particular magazine consist of many different reasons. The most popular reasons to choose particular magazine were “colourful picture” and “unusual style” of design of the magazine (Interview № 2, 8, 9; 17.08.2012). As an example, magazine “TAKU” #1 made in unusual style and immediately caught attention of people as it was mentioned in the book “Modern Magazine Design” that the cover has to be interesting, unusual and distinguished from other magazines (Owen, 1992). On the cover of magazine “TAKU” #1 we can see many detailed black and white drawing which made interviewed people spend more time on discovering the cover. Drawing consist small and big objects, that makes eyes “run” from small object to large and back. Name of the magazine has an individual letterforms which establish a visual rhythm that draws the viewer into a design. This kind of pattering techniques can transform letterforms into abstract shapes.

Black, it is the colour of self-immersion, it helps to dissociate itself from everything that is closed and concentrate on solving a particular problem. At the same time, this colour can be set to the melancholy and despondency. In the black comes a sense of loneliness and isolation from the outside world. That is why this colour in print advertising is better not to use it. This recommendation is, of course, does not apply to fonts and tables. Just in terms of their a few exceptions, it is better not to experiment. Black for the older generation black colour is associated with a colourless and, to put it mildly, with lifeless. White is, opposite, the colour of complete openness, a willingness to perceive the world in all its diversity.

Moreover, using white colour is good because it does not bear any discomfort. One has only to note that using of that colour in print advertising can create a neutral effect when consumer advertising simply provides information about the product, without establishing any emphasis and priorities. The combination of black and white makes the consumer mystical feeling, associated with the mysterious and enigmatic. In the magazine #1 we can see successful use of black and white colour also because of drawing which were attracting participants during the interview.

Moreover, many interviewed choose cover because it is “not usual” and “interesting”. People were interested to look inside if they could say these words about cover. Magazine #1 and #4 won from the other magazines with two elements: drawing and interesting design of headlines. During the interview, many people choose cover #4, because of the “Interesting font”, “Nice picture, and good graphic style”. Probably, Magazine #4 was popular, because of all graphic components, like drawings, colour, tones and white space, shapes and the relations between them. (Interview № 12, 15; 17.08.2012).

Unusual cover of the magazine “*Kaltio*” #1 took attention of the interviewed, probably because of the “strong colour” or because cover of magazine “stands out from other magazines”, as interviewed mentioned in the questionnaire. (Interview № 3, 4 7; 17.08.2012). The contradictory nature of some characteristics once again shows that the perception of colour is very individual and subjective. Red colour symbolizes the strength of will, activity, aggressiveness, it give sexuality to the image. Red is particularly attracted to young people. Adjusts to the determination, red colour can give to the person a strong desire to make particular choice and, in relation to advertising, can give effort to buy the product. This colour is able to quickly attract attention of viewer, like no other colour in spectre. However, it is important to not overestimate this colour too, is good in moderation. Therefore, a small detail of the image or directory allocated red, would be appropriate, and immediately draw attention, while its excessive use can cause consumer irritation and even aggressiveness. In addition, dark pink colour of the cover has almost same function as red, red colour very often reminds us about romantic. That is why that cover was very popular women choice (Interview № 3, 4 7; 17.08.2012).

Magazine #5 was chosen by many interviewing people because of pleasant blue colours and unusual picture, they said that this colour remind of the sky and the sea. (Interview № 4, 7; 17.08.2012). Colour at first appear at the subconscious level, and gradually, as the impact of repetition, one becomes aware of their symbolic meanings. For example, the producers of luxury goods use often golden colour, which stands for high quality, high cost, which is often associated with the prestige of a product or brand. Therefore, it need always to remember what meaning can be given to the object using certain colour. Moreover, "Soft" colours increase its impact with round forms (for example, the blue colour in the circle). As example, In the magazine #5 we can see soft surround shape and soft blues colour used on the cover.

As I mentioned before, blue - the colour of the sea and sky. It combines a contradiction excitation and relaxation, causing a feeling of cold and recalls the shadows. Blue typically used in advertising

and often creates romantic images. In combination with the white, it give association about the sea, the yacht, the fresh wind and freedom. Blue colour helps to concentrate on the essentials, not sprayed on trifles, not squandered. Blue item on the image immediately attract attention and, in contrast to the red, never cause negative emotions. However, on the cover of magazine #5 we can see combination of blue, black and dark grey colours. In that case, dark grey colour gives to the main blue colour association with confidence and freedom. Black – classic and "stylish" colour gives to the image of the cover more power and depth.

Shape of the object of the cover rounded and composition of it fits well with the cover format. The feedbacks on the picture of that cover were very positive. When interviewed people was talking about this cover, even their voice became softer as blue colours on the cover. That says how important and how powerfully it can influence on people. Blue - helps to concentrate on the essentials: not blurred on trifles, do not throw away. Blue item in the catalogue or brochure immediately attract attention and, in contrast to the red, never cause negative emotions. Effective way to attract attention is the colour. Since the ability of incentive to attract and retain the attention can be significantly improved with the right use of colour.

Strong and powerful combination of magazine #2 made people to choose that magazine as the best choice. Interviewed were choosing that magazine because the cover is “pink”, “simple” and “stands out” from other magazine covers that I offered. Many of participants named pink colour of the cover as “red”, they choose cover because it is “bright” and “simple” and because they like “red and black combination” (Interview № 2, 15; 17.08.2012). Pink colour is quite provocative and always keep attention and attract the eye. Even this colour is a bit “girly” males were also choosing it as favourite colour.

For example, colours which are increase attention are normally bright colours. Moreover, colours which are surrounded by other colours with a contrast tend to pay even more attention to people. Presentation of incentives that are not consistent or contrast with each other, creates a conflict of perception, increasing attention. Contrast it is one of the best ways attract attention of the viewer. There are variety of techniques based on the use of the principle of contrast. It is also good to remember that colour used in contrast can be catchable because of certain association. For example, different contrast used by popular companies and brands can be used and can be successful, subconsciously reminds about good quality and popularity. Need also to take into account the level of adaptation, consumers get used to certain colours, so it attracts the attention of a violation.

Colour one of the most important elements of paper media. It is usually associated with specific objects. Therefore, references to an object that can generate an association with its colour, and accordingly, at the sight of the colour may occur association with a certain objects or products. Colour is characteristic feature of perception, which transmits expressiveness and allows to purchase a certain knowledge about the object.

In the magazine #3, we can see very good combination of the illustration and the name of the magazine. In that case, name of the magazine is an important part of the whole illustration and gives visual unity and harmony. The picture on the cover is quite unusual and it was difficult to understand for interviewed what depicted on the photo, many people were looking at the cover trying to guess what is actually on the photo, however soft green and blue colours attracted people the most. With addition to blue colour, green is perceived as fresh and moist. It is a calming colour of nature which are increases visual acuity and favours concentration. These colours are also create feeling of relaxation and give a healing and hypnotic effect. The efficiency increases for a long time. This is the most calm and balanced of all the colours of the spectrum, they have no demands.

All the parts support each other. Furthermore, magazine #4 was popular choice in the interview, because of pleasant colour of the cover which are “like forest”, “like water”, “green, pleasure colour for eyes” and because of unusual picture “looks interesting”, “Difficult to understand what is on the picture”. (Interview № 9, 15; 17.08.2012). Green – soft colour, reduces the severity of experiences. This colour has a healing, relaxing effect. And it will be appropriate and effective advertising of medicines, water purification systems, dental clinics and pharmacies, veterinary clinics, health centres and the environment.

It is important to remember that some magazines that were presented for selection were not picked at all that also does not say anything good about visual elements on the cover. For example the following magazines:



## Conclusion

To make the cover of magazine works in the right way needs to pick the right colours, fonts, images, shapes and pictures. When using photos on the cover important to remember about different methods to give meaning to the depicted object, as example: darkness and softness of the objects, placement of the objects on the image, framing, contrast and tonal value. Its design should take into account a number of important points; competent to use and placement of photos, should remember the trends of the time, what genre the magazine, composition of visual elements, format and size of magazine.

As a conclusion of my research I can resume that there are concrete reasons how to make magazine cover attractive for customers. After I analysed data collected from the interviews and the studied literature I can conclude that knowing visual elements and using it in the right way is extremely useful as the ability to attract consumer attention. It is important remember about the text, shapes used on the cover, colours, spatial arrangement of elements, images. There are many different methods of attracting attention and one of them is the colour. Ability to attract and retain the incentive attention can be significantly increased with the right use of colour. All people have their own colour preferences, and each colour is different emotions and different colours contribute to varying degrees memorability of advertising. It is known that there are stereotypes of colour. Almost without exception, the colour in a certain way affect the nervous system and people's feelings. Associations with the colour at first appear at the subconscious level, and gradually, as the impact of repetition, one becomes aware of their symbolic meanings. Therefore, to advertising has attracted the attention and made the right impression advertisers need to detail study the meaning and effect of colour on humans.

Through the analysis were bade conclusion that the most attractive colours of the cover: blue, green, pink and black combination. Moreover, cover can have many different colours combined. However, colours should be “colourful”, “bright” and “pleasant” as it was mentioned by participants of the research interview were made. The popularity of bright colour and soft colour quite equal. Harmonic and pleasant colour is also preferable.

Researched the cover of the offering magazines through the opinion of interviewed people can be concluded that successful cover of magazine preferred to have unusual picture or picture with not usual and creative image, drawing or to have photo of nature. Visual elements on the cover should not cause negative emotions of interviewed people. Picture on the cover should not be “boring”. People on photos should be recognisable.

As it was discussed during analysis of the interview, successful headlines should be: clear, simple to read and have a contrast with background. Additionally, many people prefer unusual and artistic typeface, especially if it is different from most of covers offered that usually has classic typeface

Especially important to remember, that covers of cultural and art magazines always look different from other kind of magazines and need of use different visual elements. For example if in woman magazines we often can see faces of famous people and it is one of the popular ways make magazine more successful it is not always work same way with cultural and art magazines. On the most magazines were found in the literature fare in Oulu we can see pictures painted or made by artist special for the cover. In the same time in my opinion it is very risky way because taste of people towards paintings and drawings always different. Especially creative pictures (drawings, paintings) can get feedback “I do not like” like it often happens in world of art.

Finally, I would like to consider that it is always important to remember who is the customer of the magazine and what is the right visual elements would be better to use on the concrete type of magazine, following rules of visual attractiveness can help to make particular magazine more succesfull and appealing for customers.

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## Appendix 1

Here you can find questions about the design of the magazine cover. When you answer the questions, you should try to think only about how the magazine looks, not what is it about.

### QUESTIONNAIRE

#### A. General information

**1. Sex:**

- a) female b) male

**2. Age:**

- a) <18  
b) 18-25  
c) 26-35  
d) 36-45  
e) 46 >

**3. Social status:**

- a) student b) employed c) employed in cultural sector d) retired e) unemployed f) other, please state \_\_\_\_\_

**4. How often do you buy magazines?**

- a) every week b) every month c) rarely d) I do not buy magazines

**5. How often do you buy magazines about culture and art?**

- a) every week b) every month c) rarely d) I do not buy magazines about culture and art

**6. What kind of magazines do you prefer?**

- a) women's magazines b) men's magazines c) magazines for special interests  
d) other, please state \_\_\_\_\_

## B. Magazine content

### 1. Text

- a) In your opinion, which magazine has the best headlines? (Explain in few words, why you made this choice)\_\_\_\_\_
- b) Which magazine has the best typeface? (Explain in few words, why you made this choice)\_\_\_\_\_

### 2. Picture

- a) Which magazine has the best picture? (Explain in few words, why you made this choice)\_\_\_\_\_
- b) Which magazine has the worst picture? (Explain in few words, why you made this choice)\_\_\_\_\_

### 3. Colours

- a) Which magazine has the best colour combination? (Explain in few words, why you made this choice)\_\_\_\_\_

### 4. General appearance

- a) Which magazine first caught your attention? (Explain in few words, why you made this choice)  
\_\_\_\_\_
- b) Which magazine would you buy? (Explain in few words, why you made this choice)  
\_\_\_\_\_
- c) Which magazine would you never buy? (Explain in few words, why you made this choice)  
\_\_\_\_\_