

## Simplicity with Colors and Shapes?

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### The specific topic of your research:

The development of universal icons, symbols, and images has been growing since the start of human civilization. Early development of language was constructed based on real-life artifacts. Now, you might be walking down the street, driving down the road, or travelling by public transportation and find some type of visual communication. There are countless signs giving us information. Some might not be noticed, as it's telling us the bathroom, while others might be trying to communicate where baggage claim is. However, we have been exposed to many complex ideas, and my study will delve into how we can simplify them.

### The central questions or statement of the problem your research addresses:

The identification of simple images that creates a response from the viewer and is able to connect it to a timeless, or iconic, story, movie, or music.

### The rationale or the goals for your research:

- Create wonder and curiosity
- Share a complex idea in very simple colors and shapes to push the concept of better communication
- Create an experience for the viewer
- Create a connection with simplification and design

### Your research and/or analytical methods:

A set of posters that attract the viewer with several factors surrounding the work that might draw them in. My senior show centralizes on a range of posters in the form of simplicity-based cinema and music for the viewer to identify. The posters will be pushed to the point of lines, shapes, and colors. There needs to be a deep reflection in the art, and see the relationship between the colors, shapes, and design, to be able to see what it represents. Contemplating how our experiences with visual communication and how our cultural background reflects on us, will have a great impact on deciphering what the posters embody. Having that time to reflect and recognize a very common story will create a connection with design and will educate how brands impact us. This will be a start of improving communication using posters.

### Your main findings, results, or arguments (or expected findings if your research is in progress):

I want to create an experience for the viewer to contemplate how design and branding has an effect on us. Being able to recognize how we are unaware of the influence brands have in us and being able to simply show a few colors and shapes to make a connection to a piece of cinema or music that has been a part of us no matter what generation.