

## A proposed strategy to take advantage of color in the creative design of the wayfinding systems in the advertising exhibitions

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### Abstract :

In the advertising exhibitions people generally only look at information such as signs and maps for a very short time (possibly less than a second). If the information they require cannot be identified and understood easily and quickly, they will look for another source of information. As the user in advertising exhibition needs to make correct wayfinding decisions as he/she moves along the route from starting point to destination. The term “wayfinding” describes the processes people go through to find their way round an environment.

The color that the designer choose for the designed wayfinding systems is critical to the perception. Colors have meaning for the human psyche. Red inspires passion and anger. Yellow signifies cheer and vibrancy, but subdued or pastel yellow gives many people feelings of depression or dissatisfaction. In the same time the number of colors that can be used for an effective color-coding system is surprisingly limited. The research proposed a design strategy of color in wayfinding systems in the advertising exhibitions .

The research find that the proposed strategy should make people receive, see, and look for a range of information to help them find their way easily. The clarity, accuracy, legibility, positioning, prominence and understandability of this color creative design of wayfinding information will increase by using proposed strategy.

### Research Problem:

Research problem emanates from the need to integrate color visual effects in the design of wayfinding systems and its reflection on design of advertising exhibitions to achieve the innovative thinking .

### Research Objective:

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Research aims to presents proposed strategy to take advantage of color in the creative design of the wayfinding systems in the advertising exhibitions.

### **Research hypotheses:**

Research supposes that put a strategy to take advantage of color in wayfinding systems design in advertising exhibitions will lead to increasing the design efficiency of this exhibitions.

## **1. Introduction on Color**

Color is a necessity of life, it is part of life itself, and one of the elements of the system of nature, it is a potential force and has the ability to contradict nature in changing the configurations and shapes of things.

If we look at the world around us we find that we live in a colorful environment that changes its colors from time to time, and that man is not satisfied with this colorful natural life so he added to it a palette of color combinations. Colors play a role of encoding messages, or as a means of social communication.

Thus, the use of color in the advertising adds a new dimension comes from the fact that colors have psychological effects increase human interaction with the environment, and color has an important role in giving the aesthetic effect of the advertising in terms of contact with nature or separation from it. [3]

The color in the advertisement design is one of the scientific and technical fundamentals, which works to change the shape and size of things, and gives a new shape and size dominated by the designer according to an innovative system that achieves the values of the correlation between the environment and color on one hand and on the other hand between color and function.

Color is a fundamental consideration in the design process. It is often the first element that is noticed about design and influences how that design is perceived. Color is often the starting point of the design process, often at the research and design development stage .

The color wheel in which there are twelve segments of the color wheel starting with red at the top. The primary hues of red, yellow and blue form an equilateral triangle within the wheel.

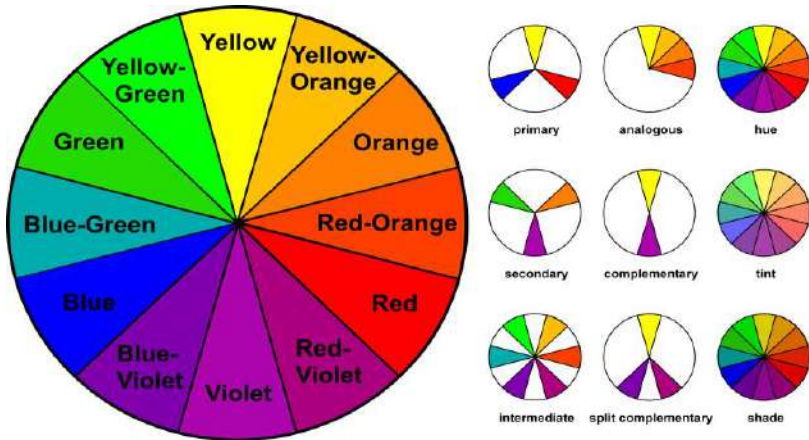


Fig.1 The color wheel [7]

## 2. Color in Wayfinding

### 2.1 what is wayfinding?

The term “wayfinding” describes the processes people go through to find their way round an environment. The quality in wayfinding depends on the appearance quality of signage elements and the factors that affect it. Studying these factors is important in order to reach the recommended quality degree of the signage appearance quality.

The wayfinding process is fundamentally problem-solving and is affected by many factors that people go through and all affect how successfully they find their way:-

- People’s perception of the environment.
- The wayfinding information available.
- Their ability to orientate themselves spatially .
- The cognitive and decision-making processes.

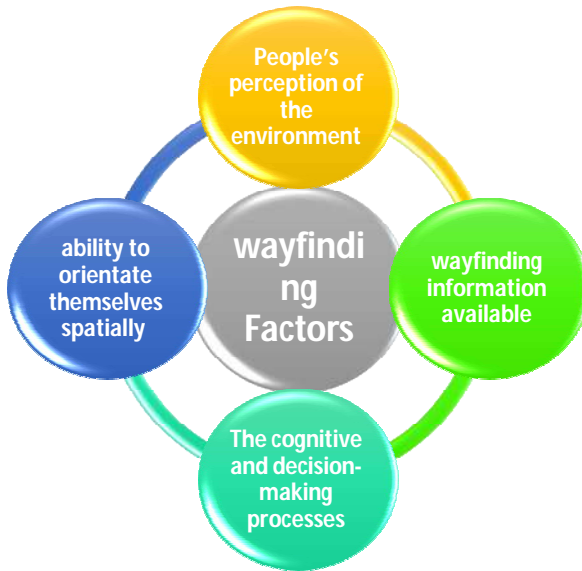


Fig.2 Wayfinding factors

The start to any creative wayfinding project is the brief ,it is essential to make the project remain sustain effective. The purpose of a brief is essentially to inspire the designer and outline the aims and objectives that are required. It will identify any constraints, conditions or problems that need to be solved in wayfinding for places, as well as providing the designer with information on what final outcomes or tasks are to be achieved. The brief is used to help the designer and more importantly to guide the whole research and design process .

Before wayfinding design has begun, it is very important to understand exactly what is required for a user; reading a brief and carefully discussing can be the difference between the success and the failure of the wayfinding system for a user. In order to make the use of the basic principles to know how to develop the thoughts on wayfinding design in order to fully expand an initial concept, the process of drawing ideas not only records the thought process, but also by constant experiments and generates new ideas. After collection the initial information about the place you design its wayfinding, a suitable map can be sketched.

A successful wayfinding system should provide information for users to:



Fig.3 Wayfinding information to users

## 2.2 Color-coding system in wayfinding

Color usage in wayfinding has strong psychological implications and that's why color designers must know about the colors effects in users to prospect in their projects the chromatic effects in conformity of their expectative, and also reach a bigger number of users [5].

Colors have many functions and uses in wayfinding system as follow :

- 1- draw attention.
- 2- To perform the symbolism functions.
- 3- Give a specific effects.
- 4- Give a specific Reminder.

The number of colors that can be used by designers for an effective color-coding system in wayfinding is surprisingly limited, given the thousands of colors available. This is largely because only colors that have an agreed name should be used. This requirement means that there are really only eight suitable colors (plus black, white and grey) and while the precise colors used can vary, designers should not use two variants of the same color, such as dark green and light green.

Color contrast on wayfinding systems should be a minimum of 60% and is recommended to be 70%. Color contrast between foreground and background sign elements is also an excellent way to make wayfinding signs more visible. The greater the contrast the easier it is to see the wayfinding information.

So color-coding systems to be really effective in wayfinding systems, had to be:

- appropriate for the site
- used extensively and consistently on all wayfinding information(signs, maps, directories) and also on architectural features
- identifiable as a color-coding system rather than simply a decorative use of color
- noticeable and understandable for first-time visitors.



Fig.4 Eight colors are suitable for color coding in wayfinding systems

### 3. Exhibitions industry & marketing

Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are human activities, human enterprises, undertaken for definite reasons and in order to achieve certain specified results. They are a form of human exchange, whereby the promoters and exhibitors on the one hand communicate with the visitors on the other. Their results can only be told in terms of further human thought and activity [4].



Fig.5 Exhibitions examples

Exhibitions industry in Egypt faces many profound challenges to move into the phase of maturity and professionalism at local levels of markets nevertheless the international markets .

This industry finds in Egypt a reasonably good and wide attention from the state as a whole represented in government, organizations, institutions and individuals, owing to what this key industry in Egypt has of significant importance of the strategic role it plays nationally, economically and tourism.

In despite of that, most of leaders of such industry in Egypt are likely to obviate away from the revolutionary advances and developments that have greatly affected the set of managerial sciences throughout the last five decades of twentieth century.

These sciences that burdened, as a pledge, a full responsibility of development, innovation and continuous prosperity for any industry built upon them conditioning a serious and effectiveness of adoption of different tools, strategies and systems of these sciences.

Marketing is one of these sciences that has a great attention abroad comparably to Egypt nevertheless exhibitions industry. It is not a secret that exhibitions industry in Egypt is less dependent on marketing at all branches even in comparison to other industries in Egypt like telecommunications pharmaceuticals, automobiles and etc . This ignorance to marketing in exhibitions industry can most probably be ascribed to the common confusion between sales and marketing.

Marketing as one of these managerial sciences cannot stand alone, the solidarity and linkage between marketing and other disciplines, like quality systems and manufacturing in addition to other functions, is the gist and essence of achieving the awaited prosperity. So, they maybe are the right times to start steering our sights towards spacious horizons of potentiality that lies in marketing and its combining with exhibitions industry in Egypt.

Marketing has been defined under several perspectives, each uncovers side of marketing as a discipline, then marketing gurus' and writers' definitions collectively demonstrate what marketing thoroughly implies.

As (Blythe, 2006) clarifies 'Marketing emerged as an academic discipline from a combination of behavioral sciences and economics'[2]. And according to (American Marketing Association, 2010) 'Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders' [1].

Marketing must provide all company's stakeholders with the guideline of where the company wants to go. (Wilson & Colin, 2005) propose that a successful marketing visioning for a certain company should include:

1. The size of the organization, business unit or brand in three, five or ten years' time.
2. The image and reputation that will have been created.
3. The corporate and brand values that will be developed.
4. The nature of the customer base and the customer segments that will be served
5. How these customers should perceive the organization or brand
6. The geographic coverage that will have been achieved
7. The overall position within the market and the competitive stance
8. The links with other organizations [6].

The exhibition industry takes over important economic functions. In the exhibition centre supply and demand are brought together. Exhibitions offer an interactive platform to the market participants. They contribute to the development and revival of markets and market segments. In many countries the exhibition industry has been, and is still, a political-economic instrument to stimulate the national economy. Nevertheless, the auditing of attendance figures of the exhibitions is not regularly imposed. Only a few of the worldwide exhibitions are audited.

Advertising exhibition, often confused with advertising, encompasses:

- (1) designing exhibitions and other products to attract audiences; and
- (2) designing a promotion strategy to make potential visitors aware of the exhibitions and other programs through advertising or promotions.

#### **4. A proposed strategy for using color in design of wayfinding systems for advertising exhibitions**

From marketing point of view, advertising exhibition combine opportunities and risks. The opportunities are meeting new clients, developing a better company image and placing orders. However, there exist normal economic risks such as less contacts and contracts; low turnover and a low contribution margin. These risks can be minimized if the planning and preparation for the participation is done correctly.

Marketing is designed to make visitors decide to visit an advertising exhibition. The decision to visit an advertising exhibition needs to be considered within the context of general consumer decision-making.

In the advertising exhibitions people generally only look at information such as signs and maps for a very short time (possibly less than a second). If the information they require cannot be identified and understood easily and quickly, they will look for another source of information. As the user in advertising exhibition needs to make correct wayfinding decisions as he/she moves along the route from starting point to destination.

So the main target of the proposed strategy is to achieve the user's need in spaces to not lose there way and to make a correct wayfinding decisions by use color principles in wayfinding elements design .

The proposed strategy depends on making a correct wayfinding through the color strategy that the designer choose . The color for designed wayfinding systems is critical to the perception of users, because colors have meaning for the human psyche. Red inspires passion and anger. Yellow signifies cheer and vibrancy, but subdued or pastel yellow gives many people feelings of depression or dissatisfaction.

In order to achieve the effective wayfinding system, the researcher presents a proposed strategy for improving wayfinding system design for advertising exhibitions through color.

In this strategy, the designer must understand all details of the wayfinding system through defines the wayfinding problems ,identifies the signage specification and identifies the main idea. Once the main idea is defined, the designer generates ideas through brainstorming with color identity ,the next step is wayfinding design which done through design of map,sign and pictogram.

Sketching and implements the best idea to produce a successful design solution comes at the end of strategy steps. (see Figure 6)



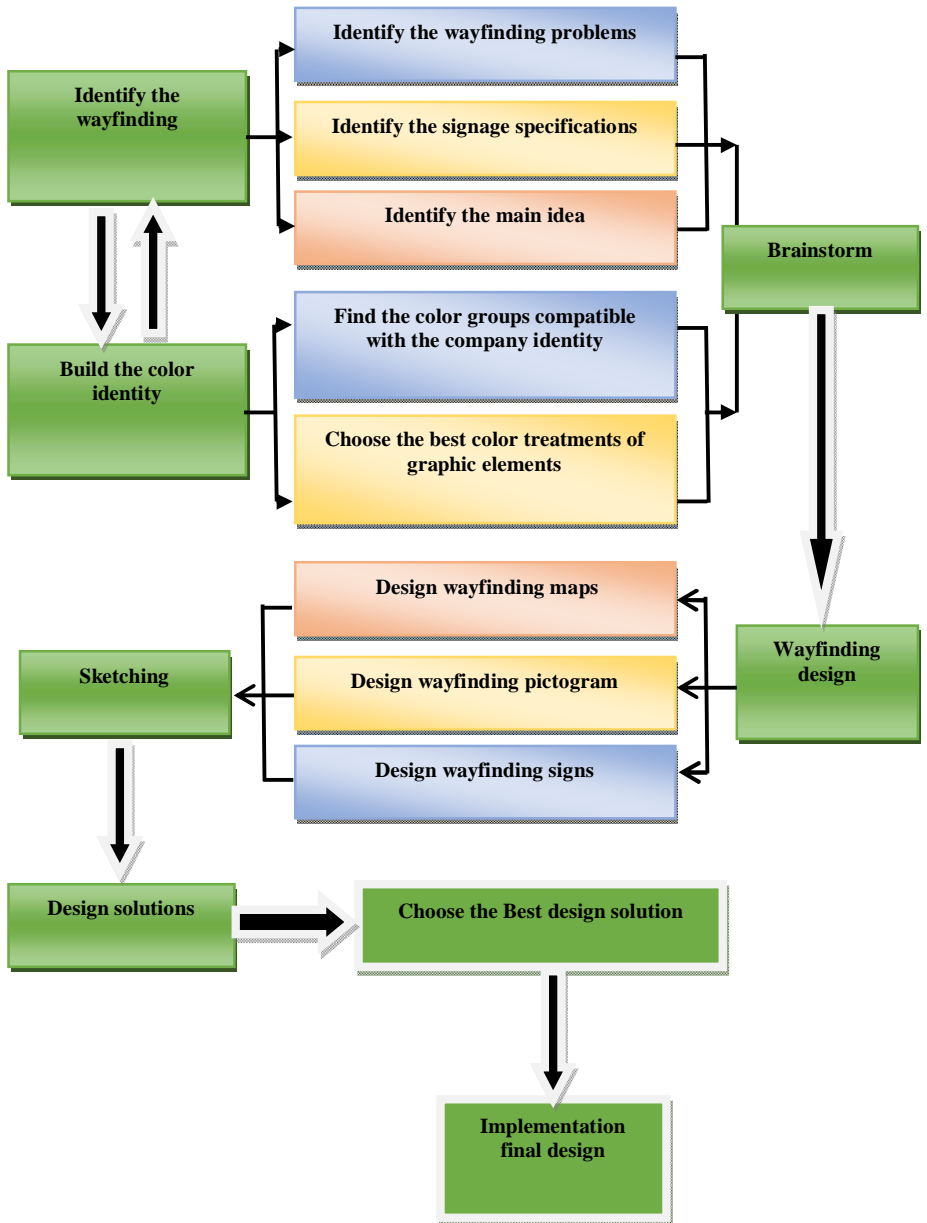


Fig.6 The proposed strategy

The next figures show two examples from researcher designs as an applicable of the proposed strategy :



Fig.7 the first example



Fig.8 the second example

## 5. Conclusion

In Egypt and many countries the exhibition industry has been, and is still faces many profound challenges to move into the phase of maturity and professionalism at local levels of markets nevertheless the international markets, so the researchers around the world has presented and developed strategies to move this industry into the phase of professionalism, therefore this research going to emphases on the importance of color in the design of wayfinding systems in advertising exhibitions. because the color is a fundamental consideration in the advertising exhibitions design process, it considered the first element that is noticed about wayfinding system design and influences how that design is perceived. Color is often the starting point of the wayfinding system design.

The proposed strategy integrate visual effects of color in the design of wayfinding systems in the advertising exhibitions to achieve the innovative thinking . It guides the designer to choose colors that can be used for an effective wayfinding system through understand all details of the advertising exhibitions as the designer going to: define the wayfinding problems ,identify the signage specification and identify the main idea.

Also the proposed strategy of color in the creative design of the wayfinding systems in the advertising exhibitions will lead to increasing the design efficiency of this exhibitions and make people receive, see, and look for a range of information to help them find their way easily. The clarity, accuracy, legibility, positioning, prominence and understandability of this color creative design of wayfinding information will increase by using proposed strategy.

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