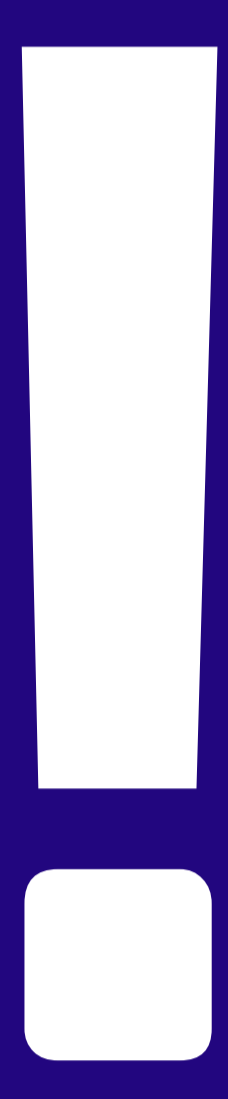


ADD SOME EMOTION

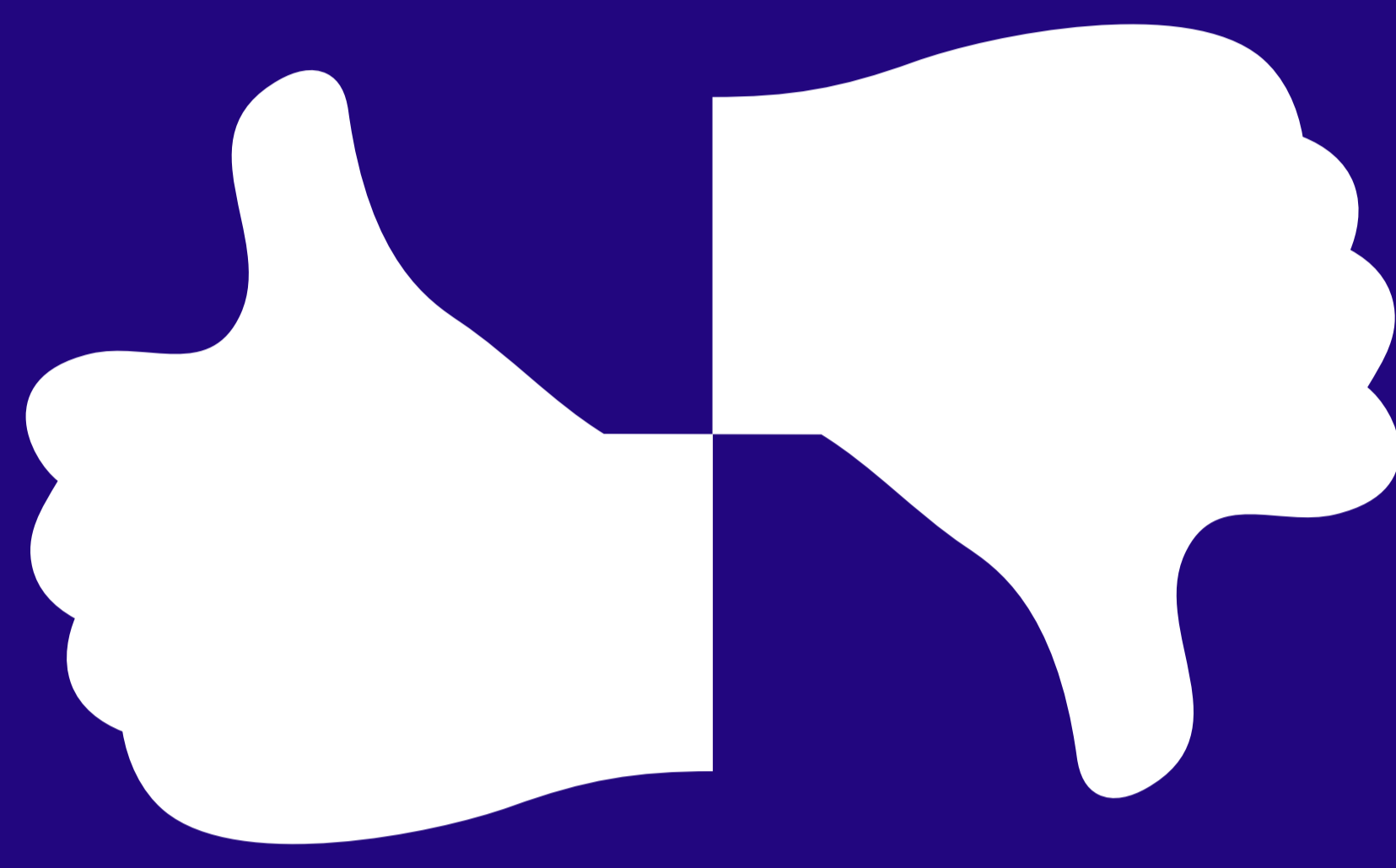


Adding emotion to design gets people more interested.

What?

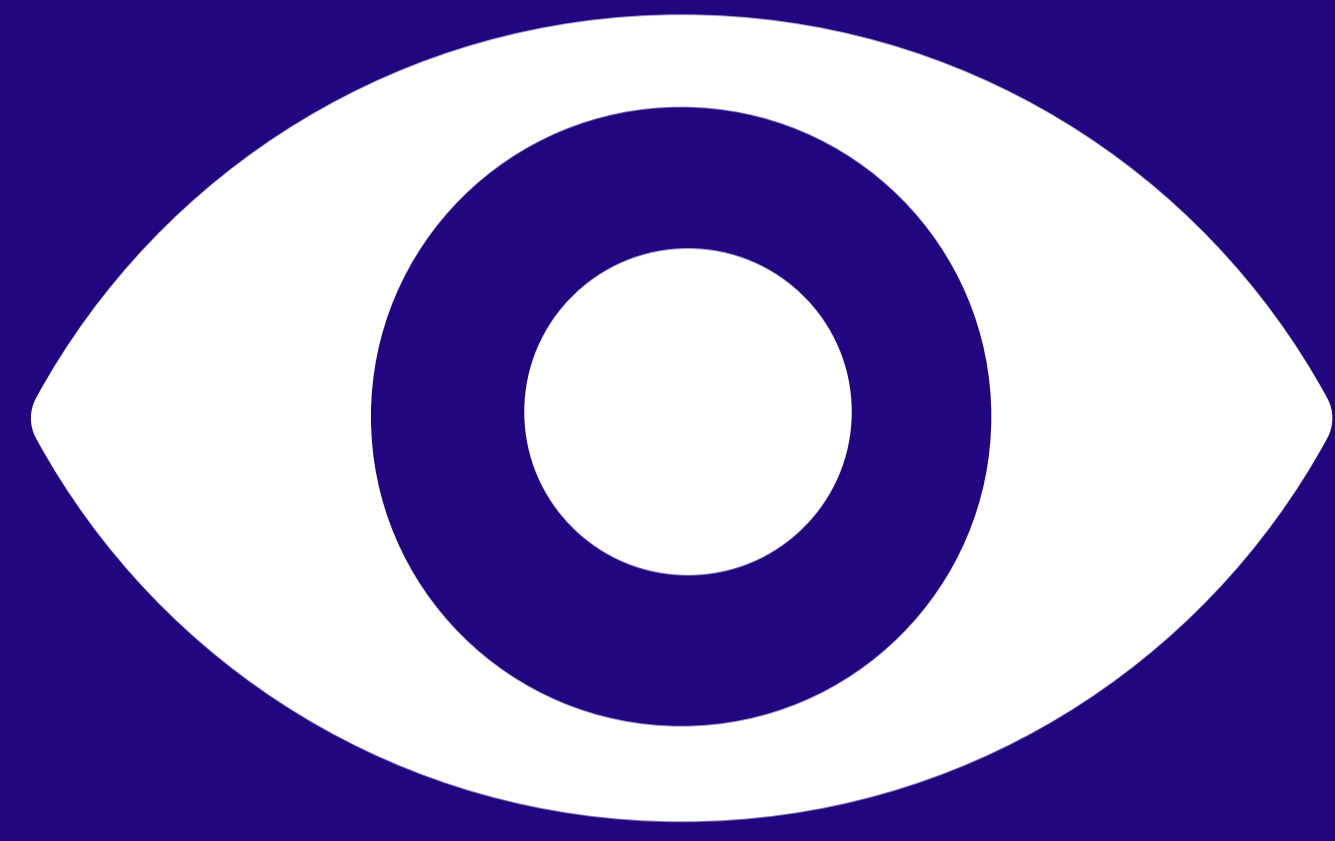


Emotions spark **attention** and cause **interest** in the person viewing your design or reading your information.

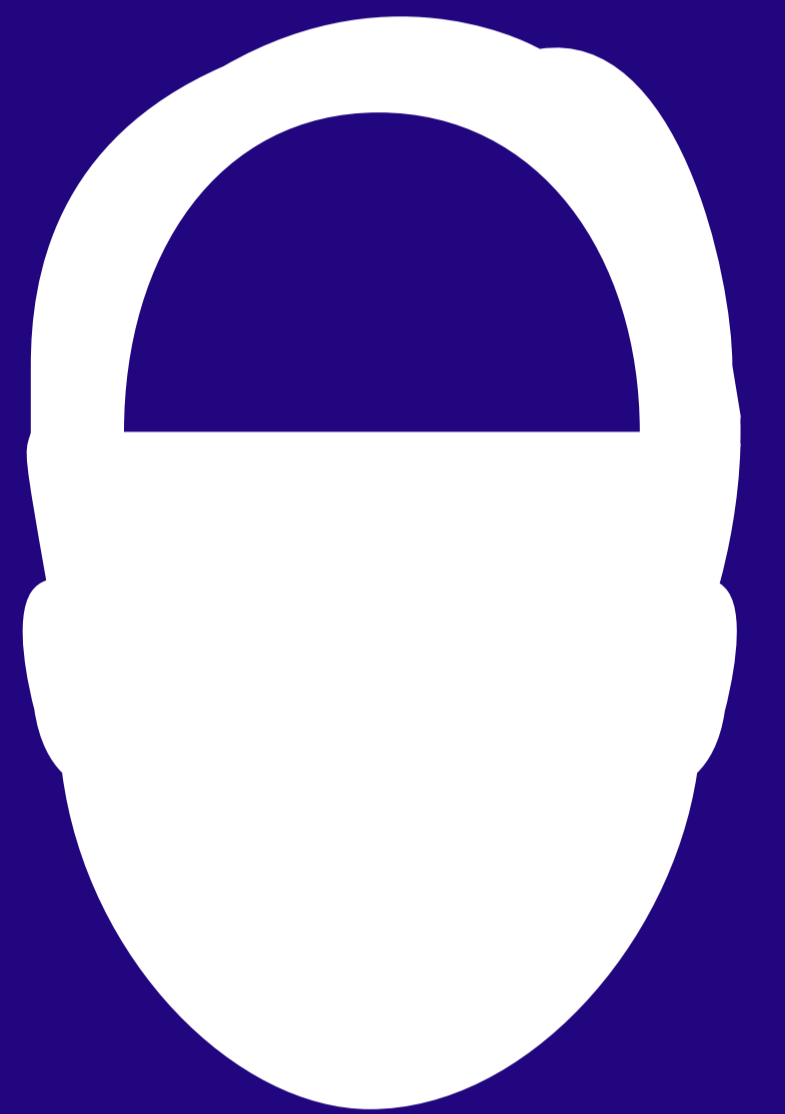


Emotions strongly effect your (initial) **decision making**. Such as deciding whether to agree or not.

Emotions effect how you **perceive** information. A face looking at a baby is **perceived** differently than the exact same face watching a bar-fight.

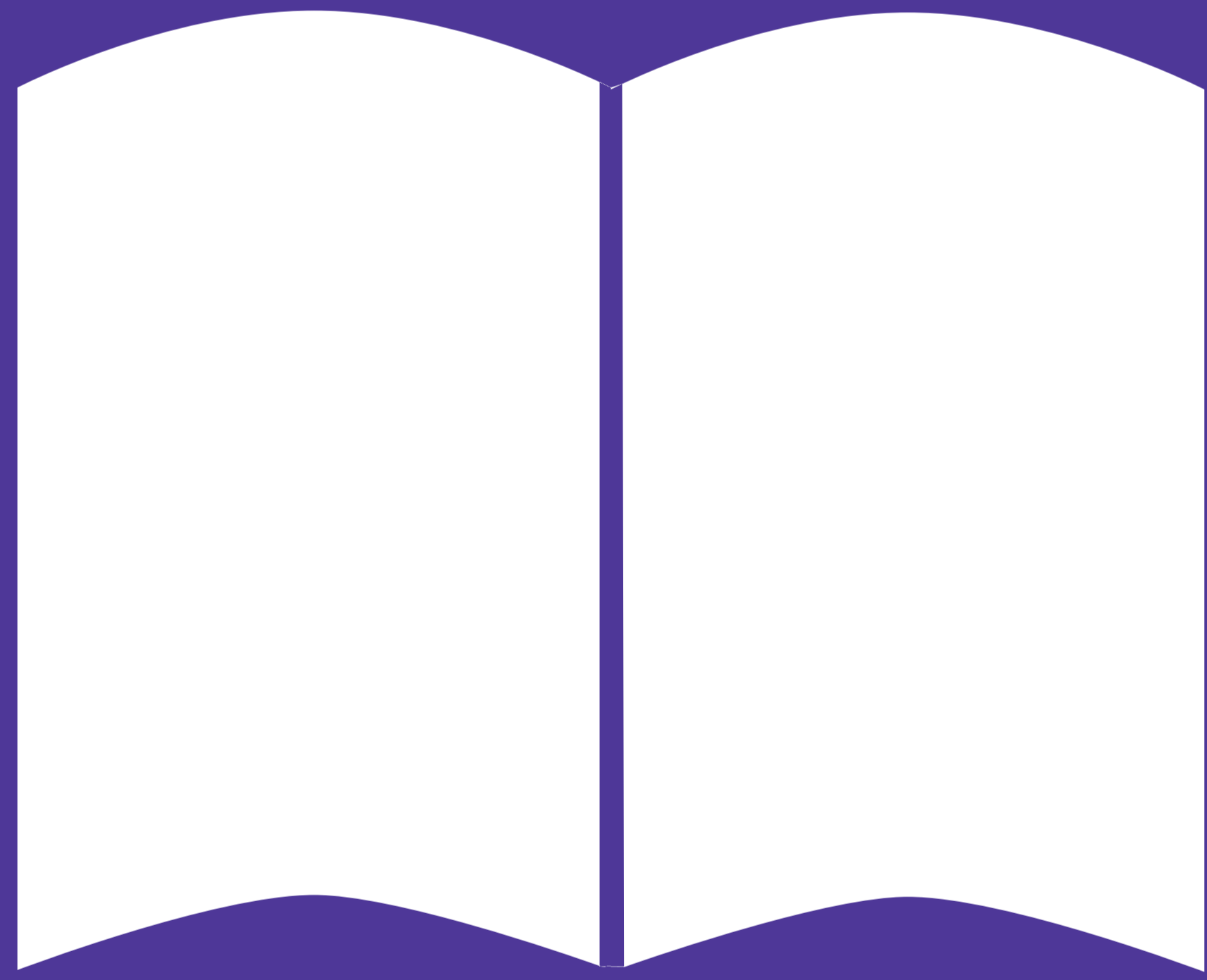


Emotions help you remember and **recall**. Think about a movie and you will probably think of a emotional scene first.



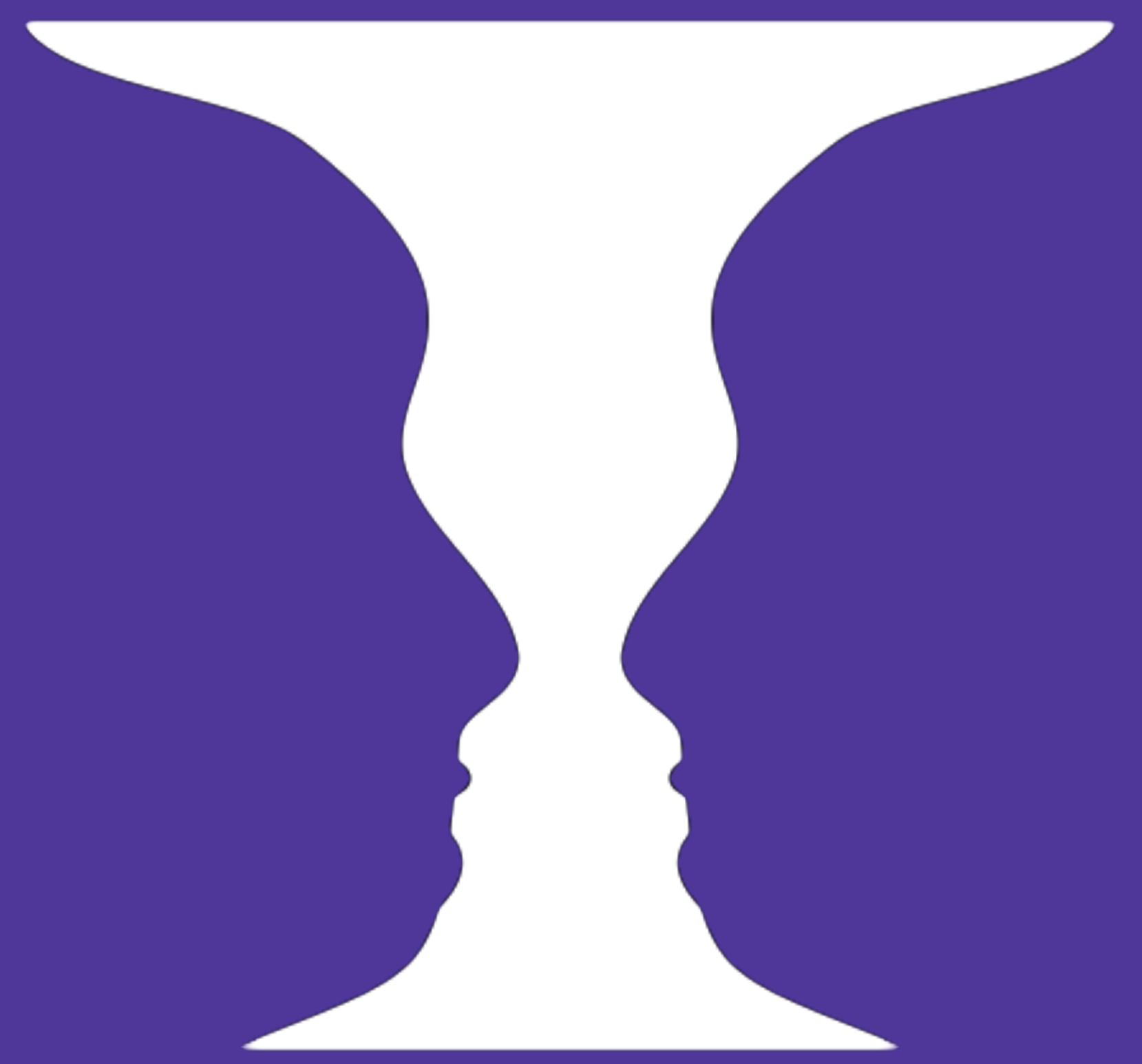
Emotions are processed in the long term memory. Using emotion effects aspects such as: **attention & interest, perception, recall** and **decision making**.

How?



The most natural way to integrate emotion into your work is by adding a **narrative**, a story. A narrative does not need to be explicit. As long as long as your work is in any way coherent it has a **narrative**.

Metaphors are often used to communicate what's hard to verbalize, like emotions. By using **visual metaphors** you combine the best of two unconnected objects and create emotionally charged impact.



By using **novelty** you trigger an orienting response with an emotional reaction. Because it doesn't match the schemas in our brains.

Humor is a form of **novelty** focussed on enjoyment.



When designing for emotion it's important to think about **emotional salience**. About how graphics can be given meaning and significance. Elements such as **color, tension** in your work and **symbolism** are very important.