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INFLUENCE OF DESIGN AND ITS METHODS ON THE HUMAN SUBCONSCIOUS

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Design is an integral part of our everyday lives. We are closely connected with it in almost every sense. We are living and working in buildings which were designed by someone, buying things based on packages designed by someone and wearing clothes designed by someone. But, despite all this, we rarely think about the real purpose of design: what is it for and how does it really affect us? The answer may seem obvious, but it is not that simple. Let's look at some examples of design effectiveness based on marketing research.

Recent studies show, our purchase decisions are directed by subconscious mental processes. This leads us to the idea that the main purpose of design is to influence the subconscious of a person to evoke certain emotions. Design is most effective when executed with knowledge of psychology. Knowing how people react to visual stimuli, allows the crafting of an effective design. There are simple psychological principles you can use to improve the effectiveness of your design and reach the viewer.

The aim of the research is to show basic techniques of design, explain their nature and their influence on the human subconscious.

The tasks are to study use of these techniques in marketing and analyze examples of their work in real world.

Topicality: There are countless examples of marketers using subconscious triggers to their advantages. In most cases, the viewer does not realize that his decision, is not even "their own". Therefore, corporations and companies can easily use human nature as a convenient tool. Effective advertising campaigns call out to the viewer on a subconscious level using gut instinct and emotions.

The study object is influence of design and its methods on the human subconscious.

The scientific novelty of this research is that it sorts out the main points and methods of behavioral economics and gives a better look on some of the most common examples of their usage.

You may consider yourself self-aware and in complete control of your decisions, well you are not. For centuries cognition has tricked on humans into believing their actions are completely thought-out and preplanned. Modern psychology says otherwise. But delve into the world of decision making and behavioral economics and you'll find so much of what we interact with on a day-to-day basis is nudging us in a certain direction.

In today's society, designers and marketing experts have a harder job than ever. People have developed advert blindness: we no longer take notice of all the adverts that come into our field of vision because we simply don't have the time or attention span to consciously process them all. So, nowadays marketers must firstly break through people's advert blindness and also cause a positive emotional response – it needs to make the right subconscious impression. By becoming aware of how the subconscious mind drives behavior, you can better understand what makes customers tick.

Neuroscientists found that decisions are made in your subconscious mind far before you are consciously aware of it. What makes marketing to the subconscious even more compelling is the impact it has on emotions.

Neuroscience research shows that when your subconscious identifies a way to fulfill a goal, it will produce a positive emotion. This, in turn, triggers a decision to reach goal fulfillment.



If your brand's message successfully appeals to a person's subconscious emotions, their behavior will be nudged in the preferred direction.

There are countless examples of marketers using subconscious triggers to their advantages, so let's look just at some of them:

1. Facial Recognition. The most powerful image to evoke an emotional response in the viewer is that of the human face due to its ability to communicate non-verbally the many nuances of emotion. A happy face smiling out from a magazine can raise a smile in the viewer; a picture of a frightened or sad face will result in empathy from the viewer. By using an ambiguous facial expression in a marketing campaign, viewers will be subconsciously drawn to take a closer look at the advertisement.

2. Mascots. This marketing strategy offers the ability for companies to personify their brands, making it easier for audiences to connect with a brand's personality on a more human level. In addition to that, brand mascots create a sense of familiarity with the brand. People are bias for things they have already encountered.

3. Hick's Law. Simply put, the law states that more option one is exposed to the longer it takes to make a decision. Many claim they would like more options in a decision-making scenario, but their behavior illustrates the contrary. The difficult in making a decision actually increases with additional options and in extreme cases it's so hard we'll chose not to decide at all.

4. Bandwagon Effect. It is the tendency to do (or believe) things because many other people do (or believe) the same. If your visitor thinks everyone else is using your product or service, they're more likely to use your product or service.

5. Humor Effect. Humorous items are more easily remembered than non-humorous ones, which might be explained by the distinctiveness of humor. Think about how many times you say something like, "I saw the funniest thing..." Humor spreads like wildfire. Humor can work well, but you should be careful. In trying to be funny or clever, you will often sacrifice clarity to some extent. First, focus on making the where, what and why clear.

6. Individuality. Individuality is the feeling that we are independent thinking and can act according to our own free will. This is defined as being original, the master of our own destiny, having autonomy and being self-centered. One way of appealing to our self-centeredness is to allow customers to customize your product.

Conclusion: Consumer psychology is making a comeback in modern marketing. By investing the time and energy in learning more about the psychological drives of your consumers, brands can better understand their customers and lead campaigns that resonate with their audiences.

There is no better approach for improving your design than gaining a better understanding of the people you are designing for. There is little practicality in dissecting every psychological principle relevant to design, but understanding a handful of key concepts can be a powerful gateway into designing with psychology in mind.

Keywords: *design, design methods, marketing, subconscious, psychology, behavior, behavioral economics.*

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