Personality Type Posters

Sabrina Awdi
sa9802@rit.edu

Follow this and additional works at: https://scholarworks.rit.edu/theses

Recommended Citation
Personality Type Posters

By

Sabrina Awdi


School/Department of Design
College of Art & Design

Rochester Institute of Technology
Rochester, NY
May 5, 2022
Committee Approval:

Adam Smith
Committee Member

Mike Strobert
Committee Member
Abstract:
Humans are highly visual creatures and have been responding to visual cues from the beginning of time for survival and information. Visual design is an important tool to use for to convey ideas through imagery instead of words or typed out information. Using design to help the person visually decipher and interpret information can serve as a solution in many aspects of life. I am using personality types to show introversion, extroversion, ambiversion, and empathy visually through the use of digital art (illustration) and graphic design. The goal is to evoke an emotional response from the viewer to be able to understand each personality type from each poster on its own and distinguish the differences between them as a whole collection. Also, mixing design with art and slightly bridging the gap between the two to create a solid solution for communication is an essential part of this project. To successfully create these designs, all types of design principles are used in the different elements that make the whole of these posters. Breaking them down and why and how they work to create successful designs is essential.

Keywords: Personality, Personality Type, Poster Design, Graphic Design, Introversion, Extraversion, Ambiversion, Empathy, Design Principles

Committee Members: Adam Smith, Mike Strobert
**The Prompt:**
A visualization that combines the use of graphic design and digital art to evoke an emotional response from the user. This shows the importance of using visual design and art to interpret an idea and information.

**The Problem:**
Information and knowledge can be very complex and trying to explain them using words often can be a lot for the viewer to comprehend quickly which creates misunderstandings and confusion. An example is using personality types as the input of information. Misconceptions can cause a limited idea of what each personality type means when in reality they consist of things that go above and beyond certain labels and adjectives.

**Solution:**
My process started out with printmaking, specifically, screen printing, for my initial ideas of art creating lines. That process inspired me to continue with the usage of lines and developed into digital illustration and graphics. The fluidity and aesthetic look of paint on a canvas got interpreted into digital visuals and art. The usage of lines to create a silhouette that communicates an interpretation of a person’s head depending on their personality type became a theme for all posters. It also inspired the idea of creating a data visualization using those lines; however, I learned that having to focus on visuals without adding data points and keeping them as posters was a much better and feasible approach for my concept with the available research and resources I have. I added upon those lines digital art brush strokes, typography, and other graphic elements to create a visual design system. Visual design is an important tool for creating a good visualization that communicates an idea or concept to a viewer. That’s why I designed four different posters where a viewer can get an idea or grasp what the concept is behind them as a whole and separately. I used personality types and focused on four specific traits or aspects to personality to convey a message and idea for the viewer of what they are. Using design principles and focusing on color, typography, hierarchy, contrast and layout mixed with digital illustrations creates aesthetically pleasing images.

**The Personality Types:**
Introverts prefer to spend a lot of their time alone and need it to "recharge" since they have a low social battery. They are predominantly concerned with their own thoughts
and feelings rather than what’s going on outside in their surroundings. Extroverts are people that are known to be super outgoing, talkative, and energetic and they absorb energy by socializing with others and being a part of a bigger group of people. In most cases, people are neither fully introverts nor fully extroverts – they could share characteristics from both personality types making them ambiverts. Ambiverts fall somewhere in the middle of the spectrum and the percentage of extroversion versus introversion in each ambivert varies. Empathy is the ability to understand another’s feelings and thoughts. An empath is a person who feels more empathy than the average person. They’re usually more accurate at understanding a person’s emotions and thoughts at a much deeper level just by sensing another’s energy and vibes they give off. They also feel those emotions at a much higher intensity than a regular person just sympathizing with another.

**Design Breakdown:**

In the introversion poster, I use different colors to show the arrows going in since they absorb and observe a lot when surrounded by people and their world goes inward with their own thoughts and feelings (see figure 1).

The poster is laid out with the head of a person to one side towards the center of the frame filling out most of the frame but is mainly right-heavy filling up more than two-thirds of the page while the typography on the left with less than a third of the page to fill. This creates asymmetrical balance. The layout it not symmetrical, nor is the silhouette, or the arrows on both sides so the entire poster is intentionally designed asymmetrically to energize the page and allow the viewer’s eye to move organically around the page from one element to the next.

The way the poster’s elements are laid out in terms of size, color, position and opacity creates a sense of hierarchy. Hierarchy is important to create a dynamic visual that the viewer can pay attention to leading the eye from one thing to the next. In this instance the head is the biggest component in terms of scale and size in because of
both its height and width. At the same time, the colors of the aura are vibrant with the pink at the center that grabs attention before or at the same time as the head.

The way the colors are diagonally flowing, lead the eyes in a certain direction into the arrows while the direction of the arrows going inwards make the eyes look back at the aura. So, there’s a vibrational movement going inwards. The typography is scaled the largest in height on the page, however, since it has a low opacity and most of it blends into the background with the same color aside from the shadow, it’s last in the hierarchy to pay attention to. The aura here is the most attention-grabbing focal point in the poster and that is the emphasis design principle. There’s a huge contrast in its shape and noticeable variety in colors inside the aura and how vibrant they are as opposed to the rest of the composition including the background and typography which are very subtle and simple.

In the Extroversion poster, I use warmer colors with visuals and typography to show the vibrancy and energy extroverts draw from their surroundings with the arrows going outwards to show how they express everything they think or feel or want to communicate (see figure 2).

Color is repeated throughout the poster with varying reds, pinks, yellows, and oranges to keep a consistent palette and keep the idea of what the colors represent for this personality type’s characteristics. Warm colors are typically considered energetic and active. Repetition is used as lines creating the form of the human head to reinforce the idea of a vibrational effect where the line weight varies slightly going from thinnest on the outer most line to the thickest line weight on the inner most line to show that extroverts energy flows outwards. Extroversion’s typography has repetition as well with the overlapping of the same word in different layers, colors, and opacities to add dimension and a more dramatic effect that gives the feeling of what the descriptor’s meaning entails. The arrows are another element that are repeated in different colors with them pointing into the silhouette's head to clearly identify that this person’s energy also goes inwards and absorbs from its surroundings. Repetition of swirls in the
background as a pattern is also present for a subtle contrast from what’s going on outside the head that’s very dramatic, keeping the inside a bit quieter but not completely empty or bland.

The Ambiversion poster indicates a balance of drawing in energy from surroundings as well as giving energy out to it. There is a balance between in the inner and outer world of an ambivert and how they interact with their own thoughts and feelings and those around them (see figure 3).

The colors of this poster are all blues in different shades. Cool colors are considered more relaxing and calming. Using different tones of blue in one design creates a sense of unity where all the elements are unified together. Additionally, because of the similarity in colors (through Gestalt principle) and overall feeling and tone they bring they create a sense of harmony. Gestalt principle of figure/ground is present in the use of the lines to create a human head silhouette. The several lines on top of each other create the outline of the head without it being filled in. That figure/ground principle shows the relationship between those lines and the negative space inside.

The negative space presented inside the head and outside it surrounding the aura makes it clear that this poster’s meaning is more balanced and distinguishably different from the other ones. The arrows going inwards and outwards creates a sense of direction where the movement happens in multiple ways. The breakup of the multiple directions of with the various tones of blue creates a sense of rhythm. The auras that were made with digital watercolor brushes create a fluid texture as a pattern. Their artistic quality distinguishes them apart as elements from the other vector and pixel-based graphics. The typography also has a texture that could be seen as a pattern made with cloud texture to match the aura’s aesthetic. This unifies them together.

In the Empathy poster, the colors are warm yet nurturing to evoke the feelings of an empath with the energies they take in and how they try to give out their help and sense of empathy (see figure 4). The colors create a sense of harmony together because of the similar color palette with different hues of purple, lavender, and pink. The scale of
the head is big taking up most of the page. There’s still a pleasant contrast happening between the outside of the head and the inside where the aura is because of the variety cool and warm toned shades of colors. The background also has pink aura to unify the entire poster with the aura. The brush strokes create a watercolor texture which adds dimension. The typography’s size is also big scaled up the entire height of the page yet only part of the page since it is aligned to the right and rotated vertically.

Apart from that, the typography is extremely subtle blending in with the background because of its low opacity and blurriness. Its scale is super big since it has less word characters than the other posters’ and that’s what grabs the viewer’s attention despite how subtle it is to read. The arrows of this poster have a variety of colors and different opacity levels. They are also scaled at different sizes with most of the arrows going in being large and the few one’s going out much smaller.

Using the information and knowledge I have about four different personality types and their traits, I am interpreting that information into visual graphics and art. In the final solution, the colors for the auras are blended well together in it and with the background. With the typography they supposed to evoke the feelings of what each personality types’ traits convey. Each poster feels a lot more unified harmoniously individually and together as a collection. The use of repetition in each one emphasizes the visual of the human head that also uses the Gestalt principle of figure/ground with the negative space on the inside and outside of the lines. The different line weights create a vibrational movement going inwards and outwards for each one accordingly.

The arrows do the same depending on which directions they’re headed. The pattern and textures of the auras are blended well and create an appealing sight and flow making it a nice visual contrast and a break to the eyes from the solid and rigid vector graphics. Introversion has typography that uses the Gestalt principle of negative space on the inside and the outline shadow defines the word’s shape.
Extroversion's typography uses repetition to emphasize the outgoing nature of the term's meaning. Ambiversion has a cloudy pattern/texture that unifies with the rest of the poster and creates the feeling of going in and out as the movement of the posters other elements suggest. And last but not least, empathy is blending into the background with a blur effect and has a low opacity. Also, what makes it stand out is its scale and proportion in size since it has fewer characters.

All posters are asymmetrically balanced with the typography aligned vertically to the right side and the head and its elements aligned to the left to center taking up more than two-thirds of the page. Color theory has been used for each poster to convey the feelings and meanings of what each personality type stands for.

**Conclusion:**

Overall, turning information and knowledge into visuals deems itself important. Also, using design principles to reiterate interesting and successful visuals to draw in the viewer is essential to make the message understandable as well as visually pleasing to look at. A good design system also matters when creating multiple pieces of design work for the subject matter in order to have a collection that is coherent and unified.
References:


