The Impact of Various Compositional Principles on Visual Perception of Advertising Graphic Design

CHEUNG Kwok Ming Frankie

A thesis submitted in partial fulfillment of the requirements for the degree of Master of Philosophy

July 1997

HONG KONG BAPTIST UNIVERSITY
ABSTRACT:

This research deals with the visual responses and aesthetic evaluation of visual perception of advertising graphic design. The composition of the design was expected to have certain effect on these two aspects of visual perception.

Advertisements under 15 categories of compositions were used to examine the subjects' visual responses and aesthetic evaluation.

Results of the eye tracking experiments showed that prevailing sayings like left to right scanning, top to bottom scanning and the alike were not highly evidenced. Conversely, general predictability of eye fixations was found in the light of the compositional principle of the ads. Composition can condense, guild or draw viewers' attention.

A self-administered questionnaire was also used to investigate the subjects' evaluation of the ads. Results revealed that subjects' aesthetic evaluation and its variables were affected by the composition of graphic ad to a certain extent.
TABLE OF CONTENTS:

ABSTRACT i
ACKNOWLEDGEMENTS ii
TABLE OF CONTENTS iii
LIST OF TABLES iv
LIST OF FIGURES vii
(I) INTRODUCTION P. 1
(II) AUDIENCES' VISUAL PERCEPTION OF GRAPHIC DESIGN P. 6
(III) COMPOSITIONAL PRINCIPLES OF GRAPHIC DESIGN P. 21
(IV) VISUAL PERCEPTION AND COMPOSITIONAL PRINCIPLES P. 39
(V) RESEARCH QUESTIONS P. 48
(VI) RESEARCH METHODOLOGY P. 50
(VII) FINDINGS P. 72
(VIII) DISCUSSION P. 127
(IX) APPENDIX A P. 161
  APPENDIX B P. 171
  APPENDIX C P. 175
  APPENDIX D P. 184
(X) REFERENCES P. 191
(XI) FIGURE SOURCES P. 198
(XII) CURRICULUM VITAE P. 199