

## Courses & Case Studies 2010

### Design Semantics

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With this range of courses and case studies we want to offer practically applicable information about the universal meaning of imaging and acoustic communication.

The result of more than 15 years of study and scientific research, based on the experience of experts from different fields of study in language and social science.

Based on extensive computer presentations of hundreds of images which have been selected from various international advertisement, design and art, the public is made consciously aware of a universal sign system. An essential tool for anyone who needs to communicate with images and sounds.

We want to come to your education institution, company or association to give our readings.

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## THE MEANING OF COLOURS, FORMS AND SYMBOLS

Basic course

### 1. GENETIC SEMANTICS

#### 1.1. Signals, symbols, signs.

The difference between symbols and signs.  
The signal system of animals and the giving of meaning of people.  
Art and ritual.  
Synaesthesia.  
The use of symbols in language and mythology.

#### 1.2. Genetic semantics.

The difference between semantics and semiotics.  
Generative grammar, the language ability is hereditary.  
The ability of people to process signs.  
The genetic code.  
Intuitive knowledge.  
Four vowels A, E, I and O. Elementary semantic markers. Polar axes, bipartition's.  
3-dimensional semantic space, three divisions.  
Natural direction and orientation.

#### 1.3. De coding of emotions.

The method of genetic semantics.  
Analysing according to poles and dimensions.  
Three types of questions.  
Ex. spatial relations in personal contact at the Tikopia society and social relations in 3 dimensions.  
8 universal basic concepts. 8 meaning networks.

### 2. COLOUR

#### 2.1. The coding of colours.

Two colour systems and their basic colours.  
Basic colours in the oldest traditions, with Goethe,

Lüscher, and in the physiology of the eye.  
Colour characteristics from colour psychology.  
Physical and codic colour space, Newton and Goethe.  
8 basic colours and their meaning, with examples.

#### 2.2. Colour combinations, symbols constructions.

Combining 8 basis colours to 64 combinations.  
Combining simple terms.  
Shifts between terms.  
Contrary terms.  
64 meaning networks. Description of each network with examples.

#### 2.3. 64 colour tints.

The Newton colour space.  
Codal links between colour combinations and tints.  
Some examples.

### 3. FORM

#### 3.1. The coding of forms.

Three basic global characteristics.  
Three adjective characteristics that are related to details.  
Eight basis forms with examples.

#### 3.2. The meaning of 64 forms.

Codal link with colour combinations.  
The synaesthetical table.  
64 graphic forms.  
Applications in lay-out, style and fonts.

#### 3.3. Movement and meaning shift.

Codal movements of form characteristics.  
Some examples.

## CASE STUDIES

Practical applications

### OVERVIEW

1. Imaging of banks.
2. The Adventures of Tintin, a classic myth.
3. The knight, the dragon and the struggle.
4. The meaning of a house according to old cultures.
5. The meaning of words with AAO-sound (catacomb, Pharaoh, ...).
6. The colour of colour.
7. Imagery for water.
8. The Year Cycle.
9. The symbolic meaning of body language and movement.
10. Hospital Design.
11. The design of luck.
12. The imaging language of eroticism.

### 1. Imaging of banks.

We examine the emotional message which banks spread worldwide in their marketing communication by means of the attentive colour combinations, symbols and metaphors. First the raw material of banking namely the money, the capital is more closely examined. Then three main emotions are examined: safe preservation, a fortune and financial freedom.

Discussed colour combinations: green-on-green, green-on-blue, green-on-white, white-on-blue.

Duration of lecture: 1 h.

### 2. The Adventures of Tintin, a classic myth.

An analysis of the comic stories of Hergé - the adventures of Tintin, in which will show the participant by means of the attentive colour combinations and characters, that Hergé in all these tales always uses the same universal myth of the knight and the dragon. Thereby a link is laid each time with publicity in which the same myth is used as a means to recommending certain products.

Discussed colour combinations: white-on-blue, black-

on-red. Duration of lecture: 45 min.

### 3. The knight, the dragon and the struggle.

A broader analysis of the comics of Hergé - the Adventures of Tintin in which the knight and the dragon are not only studied but also the fight between these two mythical personages. Thereby a link is laid each time with publicity in which the same myth is used as a means to recommending certain products. This reading is also an example of the link which exists between colour combinations, tints and word sounds.

Discussed colour combinations: white-on-blue, black-on-red, yellow-on-green.

Discussed tints of colour: radiant yellow and greyisch bluegreen.

Discussed word sounds: OOA, EAI and OIO.

Duration of lecture: 2 h.

### 4. The meaning of a house according to old cultures.

The terms about space and access to the space; house, door, room, rampart, level, untouchable, seat and throne, are examined by means of anthropological studies of old traditions and cultures. We look thereby at the colours and graphic forms of these ancient images of houses and lay these beside contemporary publicity and art.

Discussed colour combinations: blue-on-blue, orange-on-orange, orange-on-blue.

Discussed word sounds: OAA.

Duration of lecture: 1 h.

### 5. The meaning of words with AAO-sound (catacomb, Pharaoh, ...).

The reading shows the result of a study about 600 words with AAO-reference from 12 languages. The obtained words could be divided into groups of meaning. We compare these groups systematically with examples from publicity and art and show this way that a clear link exists between these meaning groups

and the colour combination black-on-blue, the tint dark grey and AAO-word sounds.

Discussed colour combinations: black-on-blue.

Discussed tints of colour: dark grey.

Discussed word sounds: AAO.

Duration of lecture: 1.30 h.

## 6. The colour of colour.

Colours for a pigments and paint factory.

We start with some keywords which stand for the values of the company such as traditional preparation, mineral raw material, chemical process, technically high-minded, perfection, sound, honest and of course the dye itself. The basis colours blue and white are discussed firstly, then we look at the combinations.

Discussed colour combinations: blue-on-blue, white-on-white, blue-on-white, white-on-blue.

Duration of lecture: 45 min.

## 7. Imagery for water.

Colours and symbols on labels and in publicity of bottled water.

With this study we want to look closer on the meaning of the colour combinations and symbols which occur on labels and in publicity of bottled water. This is also an illustration of how colour combinations can be replaced by certain colour tints, and how pairs of colour can be combined to reflect shifts in meaning. We examine also the latest trends.

Discussed colour combinations: green-on-blue, green-on-white, blue-on-white, white-on-blue en white-on-green.

Discussed tints of colour: dark blue, coleblack.

Duration of lecture: 1 h.

## 8. The Year Cycle.

A study concerning graphic forms and colour combinations in the reproduction of the 12 months of the year. Thereby the forms and colours are compared to examples from publicity and art. This range is also

an exercise in how shifts in meaning can be pictured by means of forms and colours. The cycle takes off a form and colour route in which changes a specific characteristic each step.

Discussed form and colour combinations: blue-on-black, blue-on-purple, blue-on-yellow, black-on-yellow, purple-on-yellow, yellow-on-yellow, yellow-on-white, yellow-on-orange, yellow-on-blue, white-on-blue, orange-on-blue en blue-on-blue.

Duration of lecture: 2 h.

## 9. The symbolic meaning of body language and movement.

In this reading the link that exists between the symbolic meaning of body bearing and movements and that of colours and sounds is shown. This is an exercise in synaesthesia between the different sign systems. We discuss firstly eight basis attitudes and movements and the corresponding colours and sounds. Then we extend this to 64 tints and specify the movements and their meaning more in detail. All this illustrated with examples from publicity and art .

Discussed sounds: blue, black, green, purple, orange, red, white en yellow.

Discussed colours and body bearing: besides the eight basis colours also 8 shades of blue, black, green, purple, orange, red, white en yellow.

Duration of lecture: 2 h.

## 10. Hospital design.

Worldwide there exists an accordance between choice of colors, material and style in the architecture and communication design of hospitals. How come? Which message gives the design to the patient, the doctor, the nurse, the visitor. By means of examples in publicity, architecture, interior and furniture design and art we examine the sign value of the notion hospital and how this concept can be optimally translated into colors, materials, forms and styles.

Discussed code: white, green, green-on-white, white-

on-green.

Duration of lecture: 2 h.

## 11. The design of luck.

Almost every advertiser wishes to associate its product or service with a state of happiness. But what implies that concept? Luck in games, in love or good fortune in money matters, or is it a simply paradisiac feeling of well-being? We show by means of examples from publicity and art the method to reach the desired result with appropriate color tints, color combinations and symbols.

Part 1 Destiny

Part 2 Happiness

Part 3 Dream

Part 4 Paradise

Duration of lecture: 1:30 h.

## 12. The imaging language of eroticism.

In this case study we go in search for seducers in communication. We examine the erotic implication of pictures and analyze each aspect of it to its deepest markers of meaning. International publicity, illustration and art shows with which visual resources these tensions are aroused and how those can be linked to products and services.

Part 1 Romantic love

Part 2 The game of seduction

Part 3 Sexuality

Part 4 Sexual sadism

Part 5 Sexual abuse and sin

Duration of lecture: 1:15 h.

## PRICES

We gladly come to your education institution, company or association to give our readings with following tariffs.

COURSES	TIME	TOTAL €
1. Genetic semantics	2 h.	€ 200
2. Colour	22 h.	€ 1.760
3. Form	19 h.	€ 1.520
CASE STUDIES		
1. Imaging of banks.	1 h.	€ 100
2. The adventures of Tintin, a classic myth.	45 min.	€ 100
3. The knight, the dragon and the struggle.	2 h.	€ 200
4. The meaning of the house according to old cultures.	1 h.	€ 100
5. The meaning of words with an AAO-sound (catacomb, Pharao, ...)	1:30 h.	€ 150
6. The colour of colour.	45 min.	€ 100
7. Imagery for water.	1 h.	€ 100
8. The year cycle.	2 h.	€ 200
9. The symbolic meaning of body language and movement.	2 h.	€ 200
10. Hospital design.	2 h.	€ 200
11. The design of luck.	1:30 h.	€ 150
12. The imaging language of eroticism.	1:15 h.	€ 125

These prices are exclusively travel costs and VAT 21%.  
Adaptations are possible.

## CONTACT

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## CURRICULUM

### EDUCATION INSTITUTIONS

Lasalle - School of art & design, Singapore

NUS - National University Singapore, dep.  
Architecture, Singapore

Media centre for Usability Research, faculty of Social  
Sciences at K.U. Leuven - Belgium.

Lessius Hogeschool Antwerp - Belgium.  
Faculty of Business and Economics.

Royal Academy of Fine Arts in Antwerp - Belgium.  
Dep. of Graphic Design.

Art'COM Ecole Supérieure the design Casablanca -  
Morocco. Dep. Graphic Design.

CESA Centre d'Enseignement of the Sciences Appliquées  
Casablanca - Morocco. Dep. Marketing,

Equator Academy of Art, school of Art, media & design  
Technology. Penang - Malaysia.

The National College of Arts, Lahore - Pakistan.  
Dep. Graphic Design.

Saint-Lukasacademy - Antwerp & Brussels -  
Belgium.

Provincial College Limburg Hasselt - Belgium.  
Section graphic and publicity design.

School for Communication Management PHICOM.  
Antwerp - Belgium.

### COMPANIES

Duval Guillaume Dialog, Antwerp - Belgium.

Saatchi & Saatchi, Brussels - Belgium.

These Days, Antwerp - Belgium.

Synovate Censydiam, Antwerp - Belgium.

DSM-specialty compounds, Genk - Belgium.

### ASSOCIATIONS

Designcenter De Winkelhaak - Antwerpen, België

NCS Colour Center, Kruikebeke - België

Dutch Society for Study on Colour (NVvK),  
Nijmegen - The Netherlands.

Book fair 2006. Antwerp - Belgium.

Professional Association of Graphic designers.  
Mechelen - Belgium.

The Round Table, Ghent - Belgium.