

4칼라 변형신문광고에 나타난 타이포그래피와 색상에 대한 연구

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TYPOGRAPHY AND COLOR; FOCUSED ON 4 COLOR TRANSFORMATIONAL FORM IN NEWSPAPER

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Abstract

Visual and color in Korean newspaper advertisements appeared in transformational advertising (21cm×30.4cm) were analyzed. Data were gathered from 191 advertisements shown on major four daily newspaper; Dong-a, Joong-ang, Chosun, and Hanguk from October to December in 2000. From the results of this research, researcher concluded the followings; Both Korean and English are frequently used. With expectation of high readability, Roman/serifs and San serifs are mostly used typefaces. Selecting color for copy and background in advertisements became more varied to satisfy varied consumers' personality.

요약

본 연구는 현재 제작 배포된 한국신문광고, 9단 7칼럼 4칼라 변형광고를 중심으로 활자체와 색상에 대한 분석을 실시하였다. 조사결과, 한글과 영문을 사용한 카피가 자주 사

용되고 있었으며, 읽기 쉬운 신명조체와 고딕체가 카피에 가장 많이 사용되고 있었다. 두 드러진 것은 복잡한 색상의 활용이었다. 배경색도 매우 다양화되어 있었으며, 특히 그에 따른 카피에 사용된 색상은 매우 복잡한 형태를 취하고 있었다. 조사결과로부터 활자체의 통일성과 색상의 다양성에 따른 광고의 구독률에 대한 조사가 실시되어야 할 것으로 사료된다.

I . Introduction

Even though various typography are utilized for all printing advertising materials studies on typography or color could not be easily found. According to data reported by Korea Federation of Advertising Association(KFAA), approximately \$2,605 million was spent on printing advertising in 1999. It is 65% of total amount of advertising budget, around \$4,000 million in Korea. It shows that printing advertising is still major media for advertising. 93% of total printing budget, \$2,423 million, was spent on newspaper advertising¹⁾. It is quite curious that such big money habitually pours into newspaper advertising without consideration what is the most effective layout design. As the first step to identify whole feature of Korean newspaper advertising, this research focuses on the following issues:

- First objective comes to identify typography and color utilized by advertising personnel in present. More detailed, language for whole copy, typeface type for headlines, number of typography type for whole copy are analyzed.
- Color used in headlines, number of color in whole copy, and headline type were secondly researched.
- Finally, significant degree between typography and color and product life cycle(PLC) was tested to identify the relationship.

Typeface type and Color

At present, more than thousands of typeface are used for advertising. These are Roman/serifs, Sans Serif, Square Serif, square serif, cursive or scripts, and ornamental, etc. More detailed explanations about typeface are the following²⁾:

- **Roman/serifs:** These typeface trace their roots to the letters that ancient Romans carved on their buildings. All use both thick and thin strokes and

feature serifs, small cross strokes at the end of main strokes.

- **Sans serif:** Also known as Gothic type, these typefaces are simpler and cleaner than roman, with strokes of equal width and without serifs (sans is French for "without"). These faces are sometimes reserved for display copy, which is copy in headlines and logs and everywhere else except the body. However, even though roman faces are considered easier to read in body copy, sans serif types lend such a clean and uncluttered look that they are frequently used in body copy as well.
- **Square serif:** These faces are a cross between serif and sans serif faces; they have serifs, but the serif strokes are of the same weight as the main character strokes.
- **Cursive or script:** Script fonts generally look like some form of handwriting, either cursive or calligraphic.
- **Ornamental :** This category covers everything else, from typefaces that look like they're made from paperclips to three-dimensional wedge-shaped type.

For this study, at the preparatory stage, the basic 7 color; red, red yellow, yellow, green, blue, dark blue, and purple were considered. However, after conducting a pretest for research guidelines, several similar colors were added and adjusted. Also white, black, and gray were added to the guidelines. Final color classification falls into 9 items; red/pink, red yellow/brown, yellow, green/green, blue/dark blue, purple/light purple, white, black, and gray. This adjustment is more arbitrary than other color system by considering color preference of advertising personnel involved advertising production.

II. Research Design and Analysis

Data collection: The data for the present study were collected from newspaper advertisements. Among various sizes of newspaper, 4 color transformational advertisements (21cm×30.4cm), from October to December in the year of 2000 were selected the source of data. Among Korean daily newspapers, Joongang, Chosun, Dong-a, and Hanguk were selected as data sources. Duplicated ads were eliminated not to create biased data.

Measures: Research instrument was created based on the following items: language used for copy, typeface type for headlines, numbers of typeface used, color used for headlines, number of color used in typeface, and headline type. Language were classified into Korean, English, Korean and English, Korean and Chinese, and the mixed languages. Typefaces were distinguished into 6 items; Roman/serifs, Sans serif, Square serif, Cursive or script, Ornamental. Color system has 9 items; red, red yellow/brown, yellow, green, blue/dark blue, purple, white, black, and gray.

Analysis: Generally, for product belonging introduction and growth stage, informational advertising is frequently used, while for that in maturity stage, image or remind advertising are usually used. Therefore, null hypothesis was developed, "There is no significant relationship between product life cycle and typography and color elements in newspaper advertising."

The collected data were statistically treated using SPSS 8.0 version, a popular software program for statistics. Frequency analysis as basic statistics was utilized. To test null hypothesis and to identify the relationship between typography and color and PLC, simultaneously, χ^2 was selected among various techniques in statistical treatments. Product life cycle was simplified into two; intro-growth stage, and maturity stage to simplify as no significant difference in advertising between introduction and growth stage.

III. Results

3-1. Language used for copy

Languages used for advertising copy in 4 color transformational form are variously utilized. Korean and English records the highest percent. Copy is written in Korean and English in more than six in ten advertisements. It means that English are popularly used in current advertisements. The reason is the website address of the company and technical terms are frequently shown on their advertisements. In these cases, English mostly shown on body copy. This also shows that English is frequently used like Korean. It is surprising that two ads has only English copy. For the past decades, Korean market has been considered as special international

market where totally localized advertising strategies are need. Changing international market environment, finally international marketers started to regard Korean market as internationalized market. In other words, Korean consumers are considered internationalized consumers who could understand English copy. Although they could not understand it, they don't reject English copy at least. This is one of results of globalization of domestic market because of change in worldwide market environment.

The relationship between PLC and language in copy is significant according the results of statistics. This result is reasonable because offering information of the new products is critically needed to the target audiences.

Table 1. Language used for copy

Language	PLC				Total		χ^2	df	Signifi- cance
	Intro-growth stage		Maturity stage						
	Frequency	%	Frequency	%	Frequency	%			
Korean	22	30.0	26	22.6	48	25.1	2.812	4	.590
English	*	*	2	1.7	2	1.0			
Korean and English	50	65.8	78	67.8	128	67.0			
Korean and Chinese	2	2.6	6	5.2	8	4.2			
Mixed Language	2	2.6	3	2.7	5	2.6			
Total	76	100	115	100	191	100			

* $p < .05$

3-2. Typeface used for headline copy

Roman/serifs and San serifs are mostly used typeface in transformational advertising size in daily newspaper. Probably, high readability caused the highest rank of Roman/serifs and San serifs. Cursive or script recorded the third. This shows that those typeface are considered the most readable typefaces by advertising personnels. Typeface for products belonging to intro-growth stage are more varied than that of maturity stage. Varied typeface might be used to increase readability from readers. On the other hands, various typeface are more expected to be utilized in advertising by higher development in computer technology.

High relationship between PLC and typeface are shown on χ^2 analysis. This shows that typeface might be slightly changed according to the stage of product life cycle.

Table 2. Typeface used for headline copy

Typeface	PLC				Total		χ^2	df	Signifi- cance
	Intro growth stage		Maturity						
	Frequency	%	Frequency	%	Frequency	%			
Roman/serifs	24	31.6	58	50.5	82	42.9	11.089	5	.50
San serifs	34	44.7	29	25.2	63	33.0			
Square serif	5	6.6	10	8.7	15	7.9			
Cursive or script	9	11.8	12	10.4	21	11.0			
Ornamental	1	1.3	*	*	1	.5			
Others	3	4.0	6	5.2	9	4.7			
Total	76	100	115	100	191	100			

* p<.05

3-3. Number of typeface used for headline copy

Less than 80% of advertisements have headlines written in at least more than 2 typeface. For getting high readability, same typeface for headlines should be used according the principles for the efficient print advertising³⁾. However, table 3 is shown only less than 20% used one typeface for headline copy in Korean advertising practice. This results might be interpreted as reflection of varied preference of consumers. More depth studies through copytesting are recommended to know what is the highest efficient typeface in print advertisements. Similar to other items, there is relationship between PLC and number of typeface used for headline copy, too.

Table 3. Number of Typeface used for headline copy

Total number of typeface used	PLC				Total		χ^2	df	Signifi- cance
	Intro-growth stage		Maturity						
	Frequency	%	Frequency	%	Frequency	%			
1	16	21.1	20	17.4	36	18.8	4.301	4	.367
2	45	59.2	58	50.4	103	53.9			
3	12	15.8	33	28.7	45	23.6			
4	2	2.6	3	2.6	5	2.6			
More than 5	1	1.3	1	0.9	2	1.0			
Total	76	100	115	100	191	100			

* p<.05

3-4. Color used for headline copy

Black and White color are the most useful for the background for newspaper advertisements. "More than 2 colors" comes to the next. It means that more colorful advertisements are preferred by advertising personnel presently. This also is affected by variety of contemporary consumer's personalities. They don't like similar tastes to others. They want to enjoy their unique personalities.

The following table suggests how complex color combination in print advertisements. Simple reason for complex color combination might come out of varied spaces filled up different colors. Varied color space makes readers difficult to read copy contents, thus, each spaces has to write copy in different color, respectively. Probably critical research is also needed the result of messy color arrangement in ads to know whether simple color combination is efficient or many color combination is effective. It is interesting purple is never used any headline copy in newspaper. Strong relationship are shown between PLC and color arrangement in the ads.

Table 4. Color used for headline copy

Color	PLC				Total		χ^2	df	Signifi- cance
	Intro growth stage		Maturity						
	Frequency	%	Frequency	%	Frequency	%			
Red	9	11.8	6	5.2	15	7.9	6.885	8	.549
Yellow	5	6.6	12	10.4	17	8.9			
Red Yellow/Brown	2	2.6	5	4.4	7	3.7			
Yellow Green/Green	1	1.3	2	1.7	3	1.6			
Blue/Dark Blue	9	11.8	13	11.3	22	11.5			
Purple/Light Purple	*	*	*	*	*	*			
White	15	19.8	32	27.8	47	24.6			
Black	18	23.7	25	21.8	43	22.5			
Gray	1	1.3	*	*	1	.5			
More than 2 color	16	21.1	20	17.4	36	18.8			
Total	76	100	115	100	191	100.0			

* p<.05

3-5. Number of color used for typeface

Similar interpretation to color use in headlines (Table 4) appears here too. More

various number of color are used for product belonging intro-growth stage, while product on maturity stage centered on 2-3 color. However almost 90% of advertisements are utilized more than 2 color typefaces. This color combination is strongly relative to the color of background. To distinguish typeface from background, color of typeface might be changed properly. This arrangement brought the high complexity of color in advertisements. Relationship between number of color used for typeface and product life cycle is significant.

Table 5. Number of color used for typeface

Total number of color used	PLC				Total		χ^2	df	Significance
	Intro-Growth stage		Maturity Stage						
	Frequency	%	Frequency	%	Frequency	%			
1	12	15.8	11	9.6	23	12.0	3.791	5	.580
2	26	34.2	37	32.2	63	30.0			
3	19	25.0	33	28.7	52	27.2			
4	13	17.1	21	18.2	34	17.8			
More than 5	6	7.9	13	11.3	19	10.0			
Total	76	100	115	100	100	100			

* p<.05

IV. Conclusion

In language used for ads, Korean and English are highly used in transformational advertising size of daily newspaper. High readability causes Roman/serifs and San serifs are mostly used typefaces. Various typefaces are presently utilized in advertising and more variety brought by new technology are expected. Highly complicated typefaces are shown on ad.

In terms of background color, black color and white color are the most useful for the background for newspaper advertisements. With variety of contemporary consumer's characteristics, more colorful advertisements are preferred by advertising personnel presently. Almost 90% of advertisements are utilized more than 2 color typefaces. This color combination is strongly relative to the color of background.

The relationship between product life cycle and typography and color is significant according to the results of statistics.

More detailed studies on readability of each typeface and using complicated color are proposed by the researcher.

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