



**RELATIONSHIP BETWEEN COLOUR IN VISUAL STORYTELLING
AND AUDIENCE ATTENTION**

Belinda Chatarina Anak William

**Bachelor of Applied Arts with Honours
(Cinematography)
2018**

**RELATIONSHIP BETWEEN COLOUR IN VISUAL STORYTELLING AND
AUDIENCE ATTENTION**

BELINDA CHATARINA ANAK WILLIAM

This project is submitted in partial fulfillment
of the requirements for the degree of Bachelor of Applied Arts with Honours
(Cinematography)

Faculty of Applied and Creative Arts
UNIVERSITY MALAYSIA SARAWAK
2018

UNIVERSITI MALAYSIA SARAWAK

Grade: _____

Please tick (✓)

Final Year Project Report

Masters

PhD

DECLARATION OF ORIGINAL WORK

This declaration is made on the _____ day of _____ 2018.

Student's Declaration:

I BELINDA CHATARINA ANAK WILLIAM (51334) from FACULTY OF APPLIED AND CREATIVE ART hereby declare that the work entitled, Relationship Between Colour in Visual Storytelling and Audience Attention is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

Date Submitted

Belinda Chatarina Anak William (51334)

Supervisor's Declaration:

I ABDUL RIEZAL DIM hereby certifies that the work entitled, RELATIONSHIP BETWEEN COLOUR IN VISUAL STORYTELLING AND AUDIENCE ATTENTION prepared by the above named student, and was submitted to the "FACULTY" as a * partial/full fulfillment for the conferment of BACHELOR OF APPLIED ARTS WITH HONORS (CINEMATOGRAPHY), and the aforementioned work, to the best of my knowledge, is the said student's work.

Received for examination by: _____

(Dr Abdul Riezal Dim)

Date: _____

I declare that Project/Thesis is classified as (Please tick (√) :

- CONFIDENTIAL** (Contains confidential information under the Official Secret Act 1972)*
- RESTRICTED** (Contains restricted information as specified by the organization where research was done)*
- OPEN ACCESS**

Validation of Project/Thesis

I therefore duly affirm with free consent and willingly declare that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abiding interest and rights as follows:

- This Project/Thesis is the sole legal property of University Malaysia Sarawak (UNIMAS).
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purpose.
- The Centre for Academic Information Services has the lawful right to digitalise the content for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No dispute or any claim shall arise from the student itself neither third party on this Project/Thesis once it becomes the sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student signature: _____
(Date: _____)

Supervisor signature: _____
(Date: _____)

Current Address:

Plot 139B Blok 1 Unit 1-8, Taman Samarindah, Jalan Datuk Mohd Musa 94300 Kota Samarahan, Sarawak.

Notes: * If the Project/Thesis is **CONFIDENTIAL** or **RESTRICTED**, please attach together as annexure a letter from the organisation with the period and reasons of confidentiality and restriction.

[The instrument is duly prepared by The Centre for Academic Information Services]

The project entitled “**Relationship Between Colour In Visual Storytelling And Audience Attention**” was prepared by **Belinda Chatarina Anak William** and submitted to the Faculty of Applied and Creative Arts in partial requirements for a Bachelor of Applied Arts with Honors (**Cinematography**).

Received for examination by:

(DR ABDUL RIEZAL DIM)

Date:

ACKNOWLEDGEMENTS

First and foremost, thanks to God because I can complete my thesis. I am grateful, despite of many challenges in completing this thesis, I manage to endure it.

Next, thank you to my family for supports me especially in terms of financial. All those endless supports and motivations really helps me to never give up in doing my thesis and project.

Then, I want to thank you my supervisor Dr Abdul Riezal Dim for always guiding me to complete this thesis. He helps a lot to make sure I improve my thesis and do my thesis. From the beginning until the ending my thesis, he always gives his opinions and advices so, I can do a progress on my thesis.

To my friends, thank you for sharing information and help me whenever I need help. Not to forget, I really thankful for the respondents in helping me to collect data and information. With all those people who involve directly and indirectly, thank you so much. I really appreciate it and will always remember your kindness.

CONTENTS

Detail	Page Number
Front Title	
Declaration of Original Work Form	
Supervisor Validation and Signature form	
Acknowledgements	iii
Contents	iv-vi
Abstract	vii
<i>Abstrak</i>	viii
List of Figures	ix
List of Charts	ix
List of Tables	x
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	1-3
1.2 Problem Statement	3-4
1.3 Research Objectives	5
1.4 Research Questions	5
1.5 Purpose of Research	6-7
1.6 Restrictions/Limitations	7
1.7 Audience	7
1.8 Conclusion	8-9

CHAPTER 2: LITERATURE REVIEW

2.1 Colour in Visual Storytelling and Audience Attention	10-11
2.2 Every Colour Have Their Own Meanings	11-14
2.3 Colour Meaning in Visual Storytelling	14
2.4 Colour Effects in Visual Storytelling	15-16
2.5 The Importance of Colour in Visual Storytelling	16-17
2.6 Audience and Colour Preference	17
2.7 Conclusion	18

CHAPTER 3: RESEARCH DESIGN

3.1 Preparatory Work to Conduct the Research Design	19
3.2 Methodology for Eliciting the System Requirements Specification for Colour Experimentation	19-20
3.3 Methodology for Design and Implementation of Colour in Visual Storytelling to Attract Audience Attention	20-22
3.4 Methodology for Data Acquisition of the Audience Attention and Colour in Visual Storytelling	23
3.5 Methodology for Evaluating the Results of the Colour Application in The Visual Storytelling with The Audience Attention	23
3.6 Conclusion	24

CHAPTER 4: DATA COLLECTION AND ANALYSIS

4.1 Design and Implementation of a Process to Attain Audience Attention	25-26
4.2 Data Acquisition and Implementation of Colour in Visual Storytelling	26-27

4.3 Data Evaluation and Comparison of Colour Application in Visual Storytelling	27-39
4.4 Data Discussion from The Colour Application in Visual Storytelling	39-43
4.5 Conclusion on Data Results Attained from The Audience Attention	43
CHAPTER 5: CONCLUSION	
5.1 Conclusion On the Audience Attention and Colour in Visual Storytelling	44
5.2 Result Summarization from The Data Collections and Analysis	45
5.3 Future Research for The Colour in Visual Storytelling and Audience Attention	45
REFERENCES	46-48
APPENDICES	
Category A: Social Media	49-54
Category B: Interview	55-57
Category C: Other Materials	58-59

ABSTRACT

This thesis is about the relationship between colour in visual storytelling and audience attention. Audience tend to not realize about colour when they watch movies. Objectives of this thesis is to solve the problem statement. By using several methodologies such as content analysis, action research, and experimentation on colour, the researcher will do the data collection and analysis to achieve the research objectives and solved the problem statement. The researcher also does colour application on the visual in order to get the data. Audience get attracted to colour when the colour is their favorite colour. May the new knowledge that comes from this thesis can solve the problem statement and give information to other people.

ABSTRAK

Kajian ini adalah mengenai hubungan di antara warna dalam penceritaan visual dan perhatian audien. Kebanyakan audien tidak menyedari penggunaan warna di dalam sesebuah cerita. Objektif kajian ini adalah untuk menyelesaikan permasalahan tersebut. Dengan menggunakan beberapa kaedah kajian seperti “content analysis”, “action research”, dan juga experimentasi penggunaan warna dalam visual untuk menjawab objektif kajian dan sekali gus dapat menyelesaikan permasalahan kajian. Pengkaji juga mengaplikasikan warna dalam visual untuk mendapatkan data dan maklumat. Audien akan lebih tertarik kepada warna sekiranya warna yang digunakan adalah warna kesukaan mereka. Semoga pengetahuan baru yang didapati dalam kajian ini dapat memberi maklumat yang berguna kepada semua golongan peringkat umur.

LIST OF FIGURES

List	Page Number
4.3.1 Comparison Between Original Scene And Edited Scene Of Raise The Red Lantern	27
4.3.2 Comparison Between Original Scene And Edited Scene Of Raise The Red Lantern	29
4.3.3 Comparison Between Scene A And Scene B	31
4.3.4 Comparison Between Scene A And Scene B	33
4.3.5 Light Green Wardrobe	34
4.3.6 Dark Blue Wardrobe	35
4.3.7 Mood Of Light Green Wardrobe	36
4.3.8 Mood Of Dark Blue Wardrobe	37
4.3.9 Audience Favorite Colour	38

LIST OF CHARTS

3.3.1 Action Research Design	21
4.1.1 Design And Implementation To Attain Data From The Audeince	25
4.3.1 Chart Illustration Of Number And Percentage Of The Audience From Facebook	28
4.3.2 Chart Illustration Of Number And Percentage Of The Audience From Instagram	30
4.3.3 Chart Illustration Of Number And Percentage Of The Audience Attracted To Scene A And Scene B	32
4.3.4 Comparison Of Data Between Each Questions	39

LIST OF TABLES

4.3.1 Number And Percentage Of The Audience From Facebook	28
4.3.2 Number And Percentage Of The Audience From Instagram	30
4.3.3 Number And Percentage Of Audience Attracted To The Scene A And Scene B	31
4.3.4 Number And Percentage Of Audience	33
4.3.5 Number And Percentage Of Light Green Wardrobe Voting	35
4.3.6 Number And Percentage Of Dark Blue Wardrobe Voting	36
4.3.7 Number And Percentage Of Voting Light Green Wardrobe	37
4.3.8 Number And Percentage Of Voting Dark Blue Wardrobe	38
4.3.9 Number And Percentage Of Audience Favorite Colour	39

CHAPTER 1 : INTRODUCTION

1.1 Background of Study

This research is about a relationship between colour in visual storytelling and the audience's attention. The researcher believes, the chosen colour in visual storytelling can attract the audience's attention when it is being applied effectively.

Value of colour refers to the lightness or darkness of colour. Usually, shade and tint relates to the value of colour (Esaak, 2017). Human eyes like to see beautiful things. Things with a striking and astonishing colour will attract the human eyes to see it, just like an animal sees a colourful fruit. Colour also known as hue. For example, green, blue, yellow, red, purple, and so on. We can change the intensity of colour which means we can adjust the strengthens of the colour. From bright to dull and dull to bright.

Contrast in colour means, there are different elements in one visual. According to Dictionary.com website, contrast is to compare in order to show differences (for objects) and if used without objects, it means to display distinction on comparison with something else. For example, light colours and dark colours, rough and smooth surfaces, large and small structures. The researcher believed this contrast is to make sure the eyes attracted to the specific area which is mean to be seen first. Usually it

takes one to dominate the whole visual, and if there are two strong colours or weak colours, the contrast cannot be seen.

The researcher also believed that colour can give impacts to audience when they watch movies. Generally, colour is the mental or psychological result of the physical action of different light waves on eyes and optical nervous system (Price, 2006). Even though back in the past there is only black and white films, we, as the audience still can relate to the storytelling. Now, with the advanced in the technology, movies can be shoot in colour. With the existence of colour in movies, the visual becomes more attractive in terms of storytelling. But, different cultures have different perception on colour's meaning. Colour can suggests meaning to each visual and this can give idea to audience about the film.

Colour is an important element in film. Colour can make we remember about a place, time, favorite traditions, and creates emotional impact (Travel, 2016). Imagine a film that you watch have a mismatched colour and not related to the visual, the storytelling will ultimately have gone wrong because the audience will get the wrong idea and message. Colour and visual storytelling is related to each other. With the right colour chosen, it can deliver the meaning that the filmmaker wants to provide to the audience. It also can create mood of the audience so, they can experience the feelings of the characters. Other than that, colour and visual storytelling can give you an idea or a perspective on the film.

In this research, there are few films will be used to conduct this research. These films will be as the references for the researcher to do complete this thesis. This is because, by using the examples of artwork from the directors, the audience can understand more and realize the usage of colour in visual storytelling.

1.2 Problem Statement

The researcher believed the audience rarely noticed and notified about colour when they watch movies. According to Theo van Leeuwen, he applied his social semiotic orientation to colour as colour is seen important for making meaning social and cultural context (Bateman, 2014). This is due to the fact that, different cultures have different perception on colour's meaning. Audience tends to not give attention to colour when they watch movies, unless there is a contrast in the visual (Flueckiger, 2016). This means that, audience only focus on a striking colour. For example, a simple white background with an attractive colour such as red of property (prop).

Colour is universal in film. Colour can be applied on costumes, backdrops, props, and so on. Using many colour in films can make the visuals look ordinary but, a director and writer, John Huston, stated that colour can be a great implement if the filmmakers know to applied and used the colour effectively in their films (Hughes, 2015). But, using too many colours in films can also make the audience less focus on the details that is important in the visual storytelling. Hughes also mentioned, many directors started to use colour in their visuals to deliver the storytelling to the audiences

after World War II. This means that, colour has to be applied effectively in order to catch the audience attention.

The audiences' perception on uses of colours are different because it is greatly manipulated by the context of the visual storytelling. The continuous changes on colours often referred as "color bombardment" which can lead to "eye strain" on the audiences (Flueckiger, 2016). This is because, many colour also not helpful in a film, as a little usage of colour also can deliver the story well. By conducting this research, the researcher can identify and analyze audience's sensitivity and their attention about colour on visual storytelling.

1.3 Research Objectives

- i. To describe colour meaning in visual storytelling
- ii. To analyze the colour effects in visual storytelling on audiences
- iii. To apply the effective colour on visual storytelling to attract audience's attention

1.4 Research Questions

- i. What does colour means in a visual storytelling?
- ii. Why colour is important to be applied effectively in film to deliver a story to the audience?
- iii. How to apply the colour effectively to attract the audience's attention?

1.5 Purpose of Research

The purpose of this thesis is to identify the relationship between colour in visual storytelling and audience. Colours have a different effect on the audience's attention (Margin-Chagnolleau, n.a). This is because, audience have different cultures background so, their interpretation towards colours are not the same. To conduct this thesis, the researcher will carry out different methodology to solve the problem statement.

Firstly, the researcher will use the content analysis methodology. Content analysis is detailed, the techniques are explained, some examples of the application are provided, and everything on surrounding will be discuss too (Downe, 2009). In terms of content analysis, the researcher comes out with a few questions to answer the research objectives. The researcher collects as much data to answer the questions. The data is retrieved from journals, articles, websites, and books. From the data, the researcher will create research questions which are more specific and related to research objectives. From the data, the researcher will write up the findings.

The next methodology is action research. Action research is a reflective process that allows for inquiry and discussion as components of the "research" (Ferrance, 2000). For the action research, the researcher will conduct a survey and questionnaire. From this questionnaire, the researcher will ask the participants to answer a few questions that can answer the research objectives and research questions

in the thesis. From the data collected, the researcher will use it as a reference in analysis data.

1.6 Restrictions/Limitations

The thesis deals with the audience in Malaysia who are the kids, grown-ups, and the elders. The researcher will focus on Zhang Yimou's films which entitled Raise the Red Lanterns for the thesis writing and Wong Kar Wai film In The Mood for Love as a reference for project application.

1.7 Audience

The thesis will benefit the audience for their better understanding and to give more attention to colour used in visual storytelling. Other than that, the film's students can also gain new knowledge on how the audience's attract to colour used in visual storytelling.

1.8 Conclusion

In conclusion, this thesis is about the relationship between colour in visual storytelling and audience. Each colour used in film have their own meaning and message to be conveyed to the audience. Filmmaking without consideration on applying colour effectively in visual storytelling will make the audience cannot see the contrast to attract their attention. By doing this research, the researcher can answer the research objectives and research questions.

There are two research methodology will be use by the researcher. The methodology are content analysis and action research. By using these two methodology, the data will be collected and do an analysis to solve the problem statement.

The researcher focus on the kids, grown-ups, and elders to collect data. This is because, when data is collected from the different groups, the researcher can have variables data. This thesis also can be helpful to film students and benefits the audience too.

In the next chapter, the researcher will discuss more about the relationship between colour in visual storytelling and audience. The next chapter is Chapter 2, which is Literature Review. The researcher collects data and information from the journals, articles and books for the Literature Review.

In chapter 3, the researcher will talk about the Research Methodology which also called Research Design. The researcher uses several methods to collect data for the objective questions and research objectives. In research design, the researcher will explain and clarify the methodological approach that will be applied.

In chapter 4, the researcher will analyze all the data that have been collected. Chapter 4 is about Data Collection and Analysis. From the data, the researcher will justify with the Literature Review and compare the results. In this chapter, the research questions and research objectives can be answered.

In chapter 5, the researcher will conclude about the thesis. The problem statement will be solved and the researcher will include the hopes for other researcher to do further research to increase the knowledge and add new information.

CHAPTER 2 : LITERATURE REVIEW

2.1 Colour in Visual Storytelling and Audience Attention

In this literature review, the researcher will investigate various information from books, journals, and articles. Literature review is the heart of thesis as it is very important to have to show our findings about related topic with the research (Webster & Watson, 2002). Sufficient literature review signify that the researcher does a lot of research to review the related area. There are some of relevant literature review will be discuss in this chapter. It is believed that colour can give impacts to audience when they watch movies. One of movie director that is quite well-known for colour is Zhang Yimou, a Chinese director from the Fifth Generations. In this present paper, the researcher is going to investigate the relationship between colour in visual storytelling and the audience attention.

Zhang Yimou's film portrays an aesthetically visual elements and it does help in storytelling element. In his films, he portrayed the colour in the visual differently (Yuan, 2016). Take for example, the use of red colour in his film entitled Raise the Red Lantern. The film looks reddish and the lantern is in red colour. The red colour in this film almost universal as the film look and the lantern is in red colour. But, the lantern's colour is more visible. The strong visual of red lantern also caught the audience attention as it is the only colour never change from the start until the end of the film. This is because, the red colour has strong impact and it has contrast than other

colour in the film. The red lantern also leads the storyline of the film. The usage of red colour for the lantern can make the audience focus on the visual. This means that, whenever the red lantern appears, the audience will automatically wonder what is going to happen.

2.2 Every Colour Have Their Own Meanings

Colour do not effect the physically but it does effect emotionally to the audience. It is important to have a purpose on the chosen colour as it will show something need to be highlight (Chijiiwa, 1987). This means that, every colour have their own meanings. Different cultures have different perception on colours. For example, Chinese's cultures are different from Western's cultures. Due to the fact that, cultures differences exposed a different meaning on colour.

Every people in this world have their own favorite colour. And our colour preferences tend to change due to social and cultural impacts (Terwogt & Hoeksma, 1994). Those colours are getting more complex when they are being used in the film. Example of colours are, red, yellow, blue, orange, green, and purple.