

## Visual reflection of image 2

Advertising posters are an important form of corporate communication. A good poster design can attract consumers' attention and convey brand information. Since the minimalist and powerful black-and-white poster design for the Image2 PHILIPS brand is very eye-catching, this essay chose this picture for analysis, analyzing its visual language from various perspectives such as color elements, symbols, composition, and background meaning, to better understand the design's charm and creative connotations, in order to enhance the relevant design appreciation skills and critical thinking.

Seeing is before words. The use of visual method is reflected in the choice of subject. In this picture, the first thing that catches the eye is the irregular white shape in the middle of a blank-leaving area, and the gray and black woods soaring into the sky on both sides. The black and white colors contrast sharply, and the whole picture constitutes a positive and negative pattern design. There are many creative designs for this kind of graphic design, such as Rubin's "vase" and Shigeo Fukuda's "Legs". This style of creation is more appealing and impressive to the viewer. Secondly, a cylindrical metal object can be observed at the bottom of the vertical area in the middle of the picture, which is the source of the white pattern. Meanwhile, if look carefully, there are also two birds in the white pattern, and a small PHILIPS logo is printed respectively on the metal object and the upper right corner of the picture. Hence, this is an advertising poster related to graphic design. At first, I thought that this metal object was a pen, but later, based on the investigation and research on PHILIPS' products, the object had a cylindrical appearance and it is also divided into two structures, with grooves or buttons on each part, which is very inconsistent with the appearance of the pen product. Therefore, it could be further determined to be a promotional advertisement for a flashlight lighting product. The white irregular shape is the white light emitted by the flashlight inside the dark woods. According to Berger (1972, p. 10), "The painter's way of seeing is reconstituted by the marks he makes on the canvas or paper. Yet, although every image manifests a way of seeing, our perception or appreciation of an image also depends on

our own way of seeing". So the focus at this stage is not on the details of the analysis but on the graphical observation and translation into language forms of expression.

The power of semiotics in branding lies not in simple message transmission, but in its ability to create memorable associations that become fundamental to the brand's essence. It's commonly accepted that the symbolic process involves the meaning or purpose of the participants. First of all, the whole picture presents a relatively symmetrical vertical composition, so the reader's visual center is the white space in the middle, which forms a positive and negative pattern contrast with the black wood on both sides. Although the overall picture has a simple composition, the content is not simple, and the visual depth formed between the virtual and the real is strong, implying a deep visual language, so it can be inferred that this scene is taking place in the forest at night, and the strong visual impact creates a solemn and quiet atmosphere, making the reader feel like being in a dark forest, and the light is hope. This kind of composition reminds me of the concept of "less is more", just like a simple picture brings more content to think about. The critical element here is, interestingly, the blank-leaving area in the center, which acts as the primary symbolic carries. This raises an important analytical question about the meaning behind this blank space. Since the central subject interacting with the white space is the flashlight, it is speculated that the white space is the light emitted from the flashlight, usually, the lights at home are beige, whereas the color used in this image is white, and it is turned on in a forest, so it is possible that it is a white, environmentally friendly light related to nature, such as an LED.

But another can't help but think, why it is necessary to express the flashlight source in the forest? Perhaps it is to set off the quiet, mysterious nature of the forest at night, giving people an uneasy and even a little thriller atmosphere, and this light may also be an indicator symbol, indicating the road ahead. While regular flashlights have limited beam angles, PHILIPS incorporates a professional optical structure that enhances the central light output. This design allows the light to clearly penetrate the darkness and project much further ahead. What's more, metaphorical symbols can also be very persuasive. Used to represent emotions, experiences, and behaviors (Mitchell, 1986). When looking at the picture from another perspective, such as when this light is emitted upward, the white area becomes smoke for

help, or the SOS light source issued by the flashlight, suggesting that an urgent and dangerous situation has occurred, alerting people to potential danger awareness, such symbols usually cause people to be wary. Because visuals evoke tastes, sensations, and sounds to suggest the invisible, combining language and visual meaning to interact between different dimensions of sensory experience (Pink, 2006). To fully understand the image, we need to find how symbols work together with graphic elements. This process involves questioning and re-framing our view and often requires looking at the content from various perspectives.

Images are not simply a specific type of sign, they also represent a form of non-literal communication. It is necessary to observe and examine the story and emotion behind it. As mentioned in the previous paragraph, this image evoked two associations. For example, a hardworking forest ranger is patrolling the forest, but due to the night is too dark, his eyesight is not good, and he is afraid of falling while walking, so he turns on the PHILIPS LED flashlight, and the light emitted by it lights up half the sky in the forest. It wakes up the birds resting in the trees, so that they think it is the arrival of dawn, and they fly out of the forest one by one. At the same time the ranger needs to work all night, so this product has a large battery capacity, the battery life is long enough to support the dawn, which is a very practical and efficient tool for the forest ranger. Or another picture, a group of outdoor enthusiasts are lost at night in the forest, the forest is silent and terrible, which makes them feel anxious and uneasy, and a strange feeling of fear fills their hearts because they are afraid of fierce animals in front, such as brown bears or wild pigs. Take out the Philips brand LED light flashlight from the bag, and try to use the light to locate and send an SOS light signal. When the light turned on, everything seemed to come alive, the birds flew out of the trees, and their hearts were hanging at ease on the ground, because more like a redemptive light for them. It is a kind of security guarantee, worthy of trust and use. No matter the type of associative story, the image emphasizes the product's function, stimulates the viewer's thinking, and enhances memory. This non-literal communication is more spiritual than physical for the reader, just as the blank-leaving area in the picture is not an empty shape, but contains a warm force. For example, in some black-and-white photographs of people, the

photographer captures moments of everyday life. It conveys non-figurative emotions through the combination of form, light, and shadow. In this way, it reflects the inner world and emotional depth of the characters, or some social phenomena. In this image, the elements of black and white light and shadow are also used to make the image more visually striking and become the focus of vision, effectively expressing the story and emotion and attracting the viewer's attention. And this requires the audience to look through the picture to see the essence, feel the picture, and try to tell a good story because they can help us generate new insights into the meaning of objects, images, and texts. This, in turn, may allow us to create more resonance (Hall, 2012).

All in all, this black and white poster stands out through its clever use of dark and light areas, shape patterns, and meaningful symbols. The design blends the brand message and product details with artistic elements, creating a mysterious look that catches the eye and makes a strong impression. At the same time, it shows how to interpret visual works from multiple perspectives to stimulate the audience's thinking and imagination to have a better understanding of the essence and charm of design. The appreciation and analysis of this picture have benefited the audience a lot. Before, they just watched the picture roughly and did not know how to analyze and speculate the real meaning, but now they have learned some critical thinking abilities. We should continue to explore more excellent visual works to enhance our insight and creativity.

## Reference list

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