Promotional Video of Editing Techniques Utilizing Color and Brand Balance

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Abstract

When we make public relation videos in this paper, we study this research to apply color that not only stimulating digital technology but also analogue sensibility for marketing. If there is a core color, we could establish brand identity and remain in our memory and send core messages. Color has different meaning with culture and country but color also has universal characteristic. Because color effects human's emotions and sensibility, we apply color to public relation video. Using it, we studied the methods of extract just one color. In other words, the purposes of this study are definite experiment and materialization about the method of expressing analogue sensibility. So, this study expression effects to use color. In future wealso use this to consider development possibility and expectation effectiveness.

Keywords: Digital and Analog, Color and Brand, White Balance

1. Introduction

A number of advertisements were produced every day in modern society and people live in here. Whenever we are conscious or unconscious, we have taken so many information and advertisements had big effectiveness across the society now. It is not simple sending information but a culture. Advertisement present products or service, and convenience and stimulate and persuade feeling for customers. Through this, advertisements become a kind of communication promoting buying behavior about products and services. In modern society, however, it isn't easy to aim for intrinsic value and do communication in the deluge of advertisement. In this situation, as various digital medium developed, it effects substantially to the field of public relations. Digital in modern society presents the utopia that is financial, scientific and developed. However, in digital paradigm, we overlook the value of analog sensibility that many contemporary men couldn't ignore. In information-based, knowledge-based, technology-based society, something stimulated human emotion will be needed to recover. The purpose of this study is experiments and realization of public relation video production through suitable combination of digital and analog. The method of study and theatrical research concentrate upon emotion given by color and formation of brand image.

Today, in a development of science and technology, regardless of time and place, we are living in the era of touch quickly and easily a lot of information. Digital video industry as the development in particular, it will not be able to survive in the bigdata, general content of the prior art, has changed to a time when only the content that is differentiated to survive. The rise of online video is revolutionizing media consumption. YouTube is a destination not just

for youth audiences and tech enthusiasts, but business community as well [13].

Study of content creation user-centered in the video content production is required to match the flow of such. In this study, by using a combination of marketing both approaches, we propose an image representation method strategic and effective; it is intended in terms of corporations, to obtain the effect marketing specifically effective. Further, through a synergistic effect with the new social marketing video image expression methods, it is desired to present the desired effect to the direction of the activation of social video marketing in the future.

2. Related Works

2.1. Promotional Video with Digital and Analog

2.1.1. Digital

Keyword of twenty-first century is digital. It is because that this time we live now is digital century and modern society existed in digital paradigm. Digital started the combination of zero and one [1]. That is to say, it remembers character, video and voice to one common language and repeat endlessly through medium [1]. Public relation videos have continually researched and become diversify in digital period because of a novelty of technology and development of science. In 1980, Alvin Toffler divided history of mankind flow from 'first wave' to 'third wave' and prospect in third wave said Super industrial society to make new and gorgeous whirlpool of change in human future society through innovation of electronics technology including computer [8]. In digital paradigm, grafting digital technology onto online networks makes processing of information easy and various forms. Also bilateral delivery becomes simple. These characteristics make interactive system possible and in process and result, arouse mutual synergy effect. Digital definitely has characteristics that are more transparent, quick and clear comparing with analog. However, there are also mechanical hard figure made by technology and cold properties. Also, there is uppermost limit on endless tension and action to catch excessively rapid speed of change. If we pursue technology excluded emotion, human alienation phenomenon confusions in values, the occurrence of digital differential would be matters. So, we need to research about value analysis, substantialization in disappearing analog emotion. These mean that not to go back forward analog but to recover analog emotion in digital paradigm.

2.1.2. Analog

Analog put origin 'Analogia' that is Greek for "assemble" and "similar". The concept of analog is not mean physical system simple definition the opposite meaning of mechanic and scientific part in digital paradigm. In other words, analog emotion uses a meaning of digital humanism. So, it is the opposite meaning of digital structures that based on accuracy and form abundant social communication and make humane worth. In fact, original goal is for contentment of human life and make more comfortable. In this process, it could be problem because people forgot inside values and sensibility. So, people want to recover the values and that is analog sensibility communication. Communication is important because it happens necessarily in the place that person and person, person and group have sociality. Also, communication make possible to exist, sustain, grow of the group. Generally, analog sensibility stands out again because pressure for digital paradigm society, feeling of financial deprivation and distinct characteristics of culture. Also, analog sensibility give a personal warmth and yearning that digital didn't suggest. In other words, although analog sensibility

communication couldn't substitute existing digital elaboration, speed, efficiency, it's possible to important each personal individuality. Finally, there is 'Human' in center of analog and we concentrate to inside. Harmony of digital paradigm and analog sensibility aims for filling shortage of digital. We couldn't decide what concept is wrong and right. We also couldn't anticipate the change of them. In the midst of coexistence circumstances, we need to weigh center of gravity or what concept means 'or' or 'and'. Therefore, we need concrete access and research about analog sensibility in digital paradigm. In this paper, we studied the method for utilizing color that is means to express analog sensibility in digital public relation video.

2.2. Color Study

Color derives from the spectrum of light, and light is a form of electromagnetic radiation that is visible to the human eye [11]. When our eyes recognize colors, color is light carried on wavelengths absorbed by the eyes that the brain converts into colors that we see [12]. Light can be divided six parts. Red has most long wave and violet has most short wave. Color appears as the spectrum of light. A psychologist classifies into warm color and cool color.
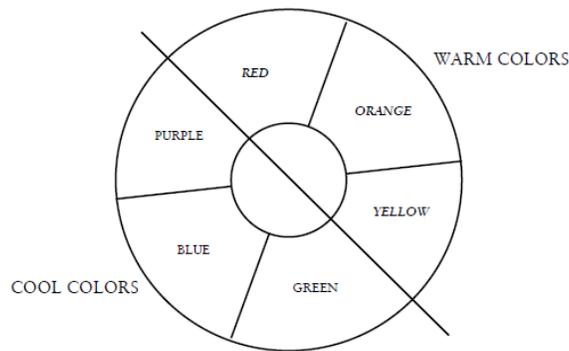

Figure 1. Warm Colors and Cool Colors

Like Figure 1, the color wheel divides Colors to warm color, cool color two kinds of color group. Warm colors include red, orange, yellow and coolcolors include purple, blue, and green. Warm colors are bright and clear, cool colors give a feeling of quiet and smooth. In fact, Color is the resource of ubiquitous information [2]. It's about personal experience of perception. It could be resources of people, objects, environment all things. Given the ubiquity of color in people's lives, it is not surprising that a great deal of research has been conducted over the past century focusing on the physics, physiology, and psychology of color [3]. Actually there aren't colors in the physical. There are only light waves of different wave lengths. It is left to the retina cover of our eye to distinguish among the band of light that makes the world a rainbow for us [14]. Human eyes can see at least 7 million colors in reality. Each color has various meaning, so it's difficult to decide definite results. At that moment, color has a different effect about emotion, thinking and action.

2.2.1. Color Psychology

People check their mind within 90 seconds at first sights of something [9]. At this moment, colors could have an effect positively or negatively. The study is related to colors existed in health, culture, emotion, sex variously. First of all, in the study related "colors and health", red can stimulate liver and purple lower blood pressure and green revitalize the sympathetic system and yellow help to digest. Also, in study related "color and culture", orange is the

most sacred color in Hindu religion in India but it isn't authorized in Ndembo in Zambia [10]. In study related "color and emotion", yellow, orange, blue is happy colors and red, black, brown is sad colors[4]. At last, in study related "color and sex", there are perceived gap between men and women [5].

Color sometimes depends onpersonal experiences besides these universal sensibilities. Color is the important thing in our life and non-verbal communication.

Table 1. How do Colors Affect Purchases? - KISS Metrics

Color	Feeling given by color
Yellow	Optimistic and youthful often used to grab attention of window shoppers
Red	Energy increases heart rate creates urgency often seen in clearance sales
Blue	Creates the sensational of trust and security often seen with banks and businesses
Green	Associated with wealthy the easiest color for the eyes to process used to relax in stores
Orange	Aggressive creates a call to action : Subscribe, buy or sell
Pink	Romantic and feminine used to market products to woman and young girls
Black	Powerful and sleek used to market luxury products
Purple	Soothe and calm often seen in beauty or anti-aging products

Figure 2. How do Colors Affect Purchases? - KISS Metrics

Table 1, Figure 2 are the arrangement web analysis company, Kiss metricsrk research the effect of color psychology that primarily used fields and color expressing feeling. Sensibilities which expressed by color and feeling to convey are different so we can control the emotion as how we use these.

2.2.2. Application of Color in Marketing

Brands and color are inextricably linked because color offers an instantaneous method for conveying meaning and message without words [6]. Color is the visual components that remembered much easier about brands. Most of famous brand in global have intrinsic color that we can recognizable immediately. According to Maryland study in university of Loyola, color would raise brand awareness up to 80%. The interactive effects of colors mean that the relation of brand and color is up to appropriateness of color that used in particular brands [7]. When we make brand identity, our mind think color very importantly. At this moment, for difference of other brands we use color consumers to watch and feel the brand. Psychologist

and Stanford professor in one Jennifer Aaker divided the role of brand to five through the study of dimensions of brand personality.

Table 2. Dimensions of Brand Personality

Brand Personality	Sincerity	Domestic / Honest / Genuine / Cheerful
	Excitement	Daring / Spirited / Imaginative / Up-to-date
	Competence	Reliable / Responsible / Dependable / Efficient
	Sophistication	Glamorous / Presentation / Charming / Romantic
	Ruggedness	Tough / Strong / Outdoorsy / Rugged

Brand individuality makes brand images to attract and persuade consumers. This made feeling, mood and emotion. Through color, we form images and connect to marketing. Although some brands didn't use the logo that not signed closely their brand name, they can be recognized by consumers. Using color in marketing has important meaning. There is the result of study that when consumers see new products, they consider the visual appearance 93%, texture 6%, sound/smell 1% to purchase product. Also in visual appearance the part of color is 85% and other take 15% [5]. Like this result of study shows that color plays important role to make brand recognition higher.

3. Realization Process and Result

3.1. Realization Video Expression Technique

In this study, we makeexperimental video using color. Methods for production areto implement it through Adobe Premiere and adjust video's color through video effects and study the methods of apply. Through this study, anyone can adjust video's color using Premiere. Adjusting the value of hue angle, we could make atmosphere of warm color and cool color. The first method is "video effects ->color correction ->fast color corrector". In timeline, we do set the effectat the video. This is the method of adjusting color as keeping white balance in video and image.

Figure 3. Original Video

Figure 3 is original video screen. If you want to convey different emotion through different atmosphere in strong yellow color video; you can adjust the values of Hue Angle, Balance Magnitude and Balance Gain. Hue Angle is the angle of value that decided what kind of Hue

change entire color. Balance Magnitude adjusts amount of adding color. As the value is shorter, the color become turn thinned. We consider that a Balance Gain means to add Color Matte Layer on video. As worth is bigger, opacity also big and adjusted the color entirely.
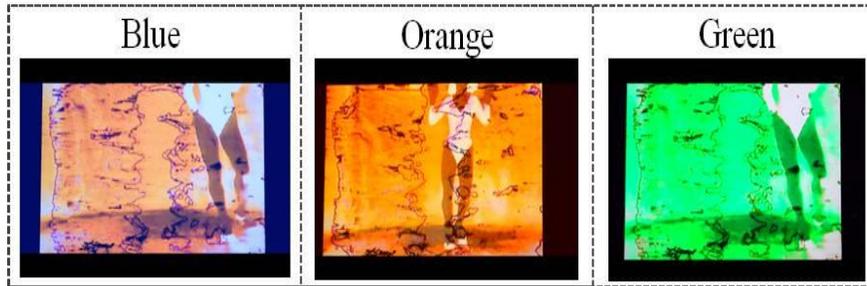

Figure 4. Color of 3Type

Figure 4 is expressed adjusting value of color in original video. After setting a hue value by turning color wheel, you can set the value of balance magnitude and balance gain. Through this, you can finally adjust the tone of color you wanted. This is a method that changed a figure of hue balance and angle after adjusting white balance. This is the effect that you can change the color in video and adjust the balance with other colors. At this moment, if you wanted to express the color more strongly, you would set the value of balance magnitude.

Table 3. Setting of Blue, Orange, Green

	Blue	Orange	Green
Hue Angle	15.5	15.5	-98.5
Balance Magnitude	98	100	100
Balance Gain	31	20	1
Balance Angle	24.6	-140.4	-0.9

Table 3 is a chart of the set points for Figure 3. It's possible to set differently as hue and tone you wanted. As setting value differently, you can make totally different atmosphere even though they are same. That's because color senses don't be showed same. Also in this effect, it's possible to adjust the differences between contrast for color and contrast for brightness. We just adjust values of 'input levels and outputlevels'. We can adjust the color more clear or bright or dark.
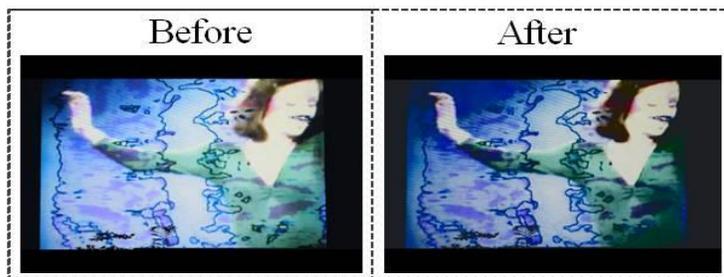

Figure 5. Before and After of Input, Output Levels

The left side image is a video captured screen. When you want to apply much clearer and contrast effect, you can adjust entire tone through adjustment of value for output levels. After setting value of hue, you adjust brightness and chroma. Even if same video like right picture, adjusting the value and you can set brightness and chroma differently. We gave more big values so we can express values of 'Input black level and output black level.'

Table 4.Table of Before & After Levels

	Before Levels	After Levels
Input Black Level	0	117.6
Input Gray Level	1	0.87
Input White Level	255	236.37
Output Black Level	0	30.27
Output White Level	255	235.21

Table 4 is a chart of the set points. The value of 'before levels' is basic value. The bigger value of 'input / output black level' is the higher brightness is. We can adjust black value and white value suitably. We also can set the color sense that you wanted. At this moment, we can use color stick and input Figures by typing.
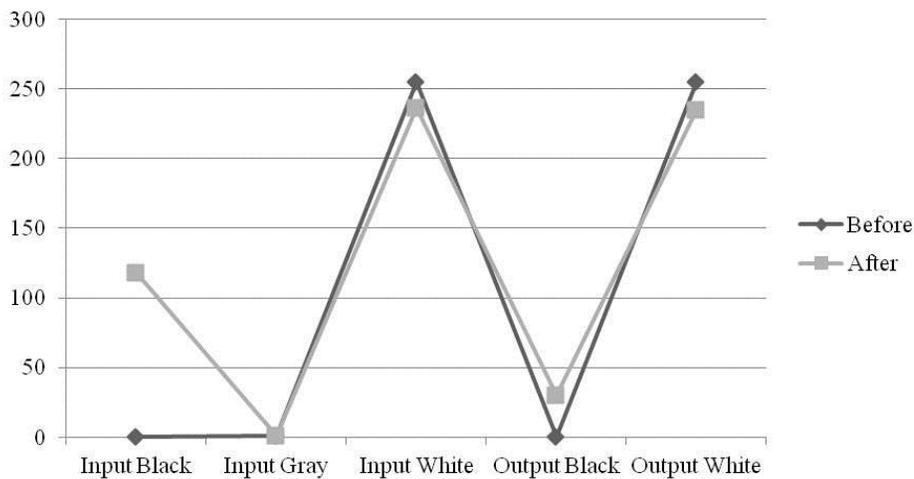

Figure 6. Graph of Before & After Levels

Figure 6 is expressed graph using numerical value of Table 4. Entirely white value of input and output set highly. White value of before is higher than after. Black value of after is higher than before. Finally, when we set level value to make a difference, we have to set 100 degree high input black.

3.2. Result of Technique Expression

This study suggests that the methods for expressing analog emotion in digital paradigm when we make promotion video using video expression technique. Through video edit using color, it gives effects of stimulating emotion in public relation video. By studying the relationship between color and brand image, we can intervene in consumer's feeling through

after color adjustment. Through this, it's possible to adjust one color tone. As the video is adjusted blue tone or orange tone or green tone, it makes customers feel emotion and image visually given by color. These representation technic is the method of stimulating inside and gives core message in the field of public relation video. We can adjust colors and give entirely different sensibility not just using one source. Through this, we can communicate what we want well. From marketing viewpoint in the relationship between color and brand, we can attract consumer's feeling differently as what kind of color we chose. So, we can have big effect using colors. Therefore, video representation techniques have possibility for development in field of promotion from now.

4. Expectation Effect and Suggestion

With experimental contents of research in this study, we are considering how to use the color in public relation video of Art & Culture and the expectation effect. The field of commerce, coloris used frequentlyto higher brand image in various marketing activity.But, the purpose is on simply realistic information rather than using color in Art & Culture. That's because, digital sensibility is placed well in awareness of costumersrather than analog sensibility stimulating sensibility.Therefore, through experimental video realization we suggest promotion video planned centrally color because they expect to stimulate public analog sensibility. For this reason, we can send a feeling of color and emotion effectively.
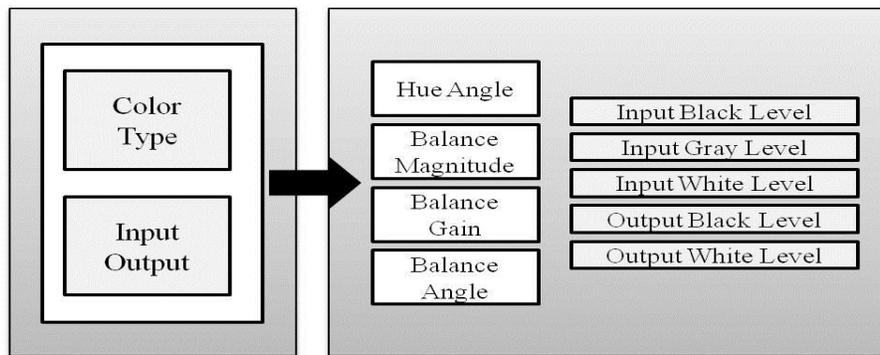

Figure 7. Color Model

5. Conclusion

Until now, we examined digital and analog formed the change of new era, the methods for adjusting specific color to whole video's atmosphere using color. Digilog is newly-coined word that composed two words, digital and analog. In the digital era, without analog sensibility, we couldn't succeed. We have to know trends of society, sensibility, usefulness well and consider what value is created. This paper had study and experiments to apply one color extraction technique to public relation's video. We studied that editing color compensation in general image express in video what is the expectation effectiveness and possibility of development. There are many promoting video on the purpose of sending information effectively. This time trends are changed, as digital society is developed, communication based on analog sensibility will continue. There are many various design components, this study used color and this could utilize other fields in convergence. Of course, color was magnified different from culture, society, religion. However, we have to consider that color is expressed newly associated with society and read inward value of the time and convey it to consumer effectively. Making adjusted to purpose and result, retaining

brand identity, actually need many research. However, if we set a variety of components to purpose, it will be possible.

Acknowledgements

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