



**ifis**

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# The Art of Associations

## Making Things Intuitively Tangible for Audiences

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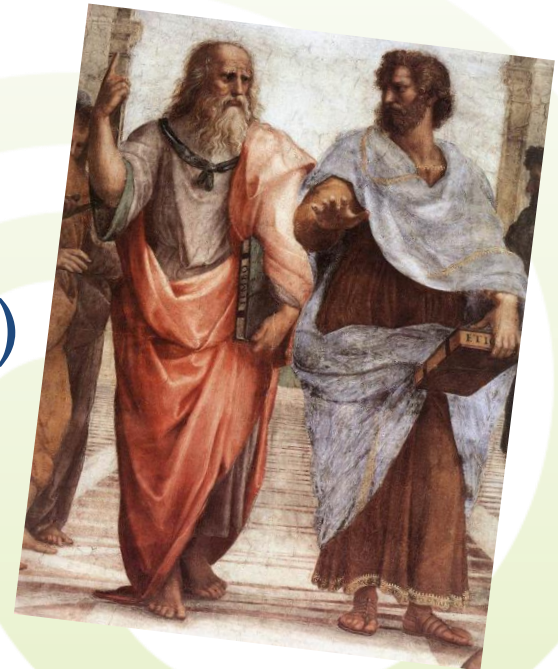


# Associations

- “**Association** in psychology refers to a mental connection between concepts, events, or mental states that usually stems from specific experiences.”
  - Basic idea goes back to Plato and Aristotle
  - **Moods** can be created by certain simple stimuli (e.g., colors, shapes,...)



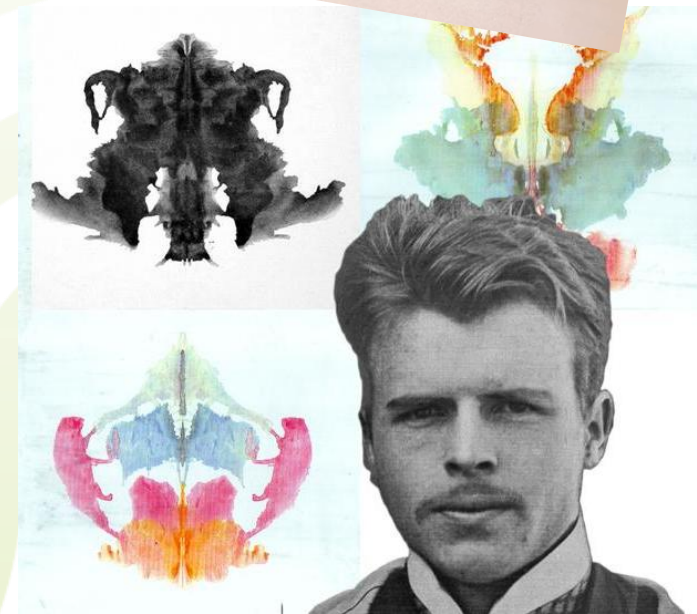
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The Free Encyclopedia





# Associations

- Often used in psychology to **test** patients responses or interpretations to ambiguous designs...
  - Rorschach test (1921) uses ink blots as a projective test
  - It is often not really important **what** you see, but **that** you see something and can rationalize it...





# Brain Research

- Humans feature two different cerebral hemispheres with a popular idea of **lateralization**
  - **Left hemisphere** often connected to rational thinking and logical analyses
  - **Right hemisphere** more connected to creativity, intuition, and feelings
  - **Both parts** are needed for a good neural connectivity, e.g., good memory!





# Example: Choice of Content

- Use of feel-good or disturbing **metaphors** and respective **visualizations**
  - For instance illustrations for “climate change”





# Example: Choice of Illustration

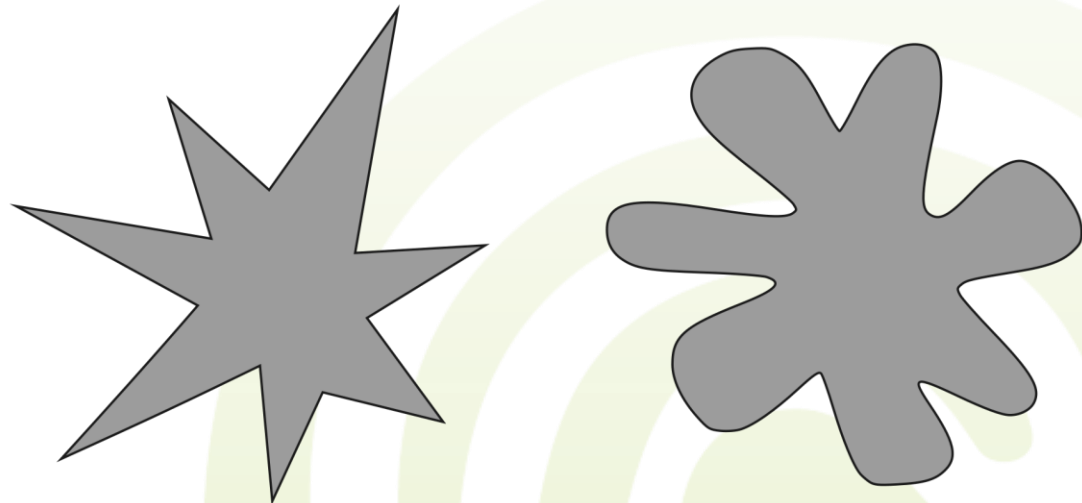
- Use **images** (cute topics, warm/cold colors,...)





# Example: Prosodic Choices

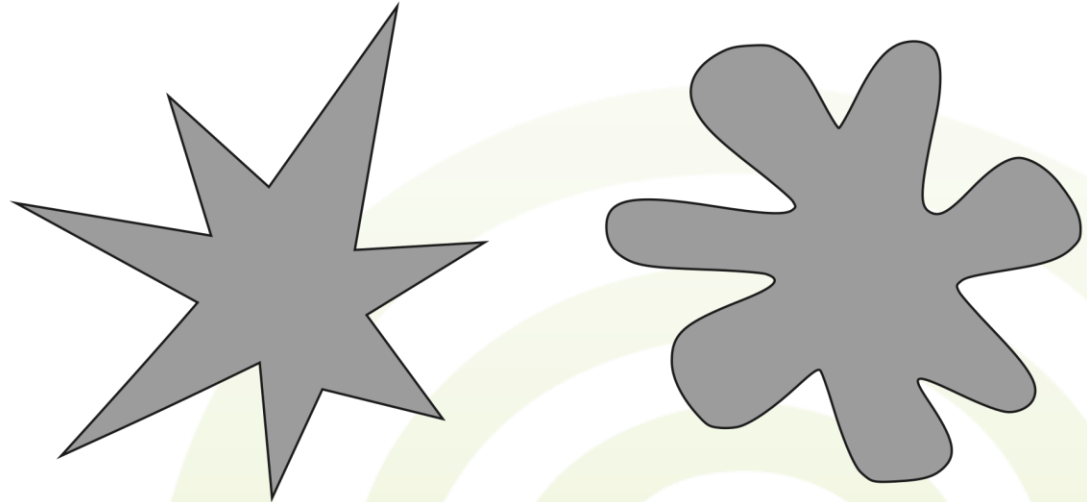
- The Bouba/Kiki effect (W. Köhler, 1929)
  - Given two shapes which one is called Kiki and which one Bouba?





# Example: Prosodic Choices

- The bouba/kiki effect (W. Köhler, 1929)
  - Given two shapes which one is called kiki and which one bouba?

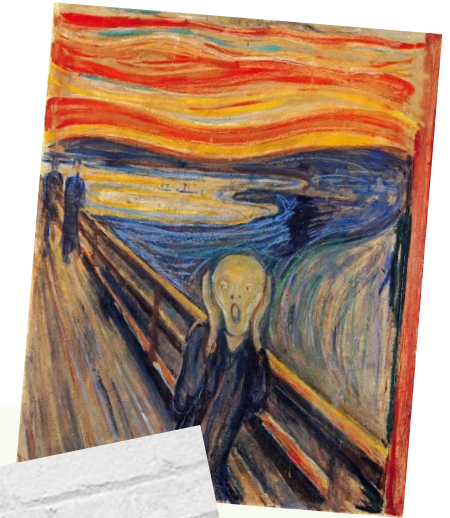
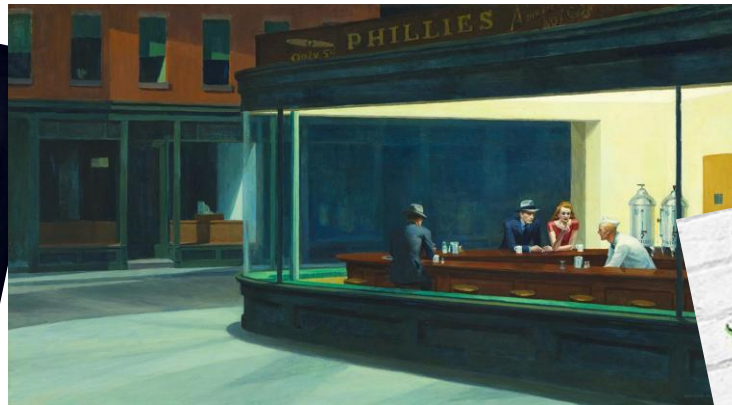


- 95-98% of test persons share a clear assignment, kiki left – bouba right



# And what now..?!

- A little practical exercise:
  - What does some artwork do to you?



- Tell the seminar participants!
- You have 10 Minutes to plan a little speech, we will keep track of the time...



# Thanks!



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