Altered Image of make-up Advertisement with Changing of the Colors

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Abstract

The purpose of this research is to study if the images that make-up advertisement tries to symbolize can be altered with changes only in the colors of make-up and without any changes in other factors and if colors can be tools of communication in image. Also, we studied the interaction between the partial changes of eyes and lips.

The results are as follows.

First, we studied if the images that make-up advertisement tries to symbolize can be altered with changes only in the colors of make-up and without any changes in other factors. The study revealed more or less differences, however, when we applied colors of each image on photos, people had higher recognition on that image more than other images. Therefore, we can conclude that the image can be changed merely with the change from colors of make-up.

Second, we changed the make-up colors of lips and eyes separately and studied the interaction of the two. When natural colors and elegant color were applied, there was no interaction of color application between eyes and lips within 0.1 significance level. In the case of romantic colors, there was interaction of applying colors between lips and eyes within 0.1 significance level.

When we applied gorgeous colors and modern colors, there was interaction of applying colors between lips and eyes within 0.1 significance level. Therefore, from the interaction of the two, it was recognized to be most gorgeous or most modern when gorgeous colors or modern colors were applied in both lips and eyes.

Key Words: Colors, Make-up, Make-up Advertisement, Image.

1. INTRODUCTION

We have lived under the flow of advertisement since the industrialization. Everything is diversified and shaped without the specific frame after the post-modernism. In the past we could select what we want to watch, but now we can see it without the will to watch it. So visual image play a important role in message in a lot of nonverbal sign sender.

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Especially in the case of make-up advertisement, the color is the most important point in making the image. The make-up advertisement, visual image shows the products' special character to advertise the make-up products or shapes the brand's image and let the customers buy it. While previous make-up advertisements focused on promoting the quality of products and showing only the beauty of women, and current make-up advertisement shows various images and shape it. To shape the various images, it need a lot of points such as the model's image, model's gesture and expression, model's gaze, lighting, design of the advertisement itself, hair style, make-up.

To communicate correctly the message the make-up advertisement want to deliver, what the whole advertisement image's symbol mean is the whole advertisement symbol and make-up play the key role in shaping the image, and the color plays the key role in make-up.

The color is the main method in cultural productive activity not only in the make-up advertisement but also in the visual figure and the color is key point to change culture, film era. Color play more important role in visual arts without text than language and communicate the message the advertisement want to deliver.

This study focuses on the color of make-up advertisement under the condition when the color's image change, the whole image would change and checks how much of image would change.

The purposes of this study are as below. The first is to study if the make-up advertisement image can be changeable only with the colors change.

The second is to study the difference of the whole color change and partial color change and to study the interaction between them.

This study is first try in studying interrelation of color and image in make-up advertisement, it could give an effect to other study about make-up image or color in make-up.

II. LITERATURE REVIEW

1. The meaning and range of advertisement arts

As the visual arts improve, the advertisement becomes the part of visual arts. The mass image copy and distribution through the mass-media change the basic of current life. The scientific technical revolution after the camera’s invention in 19 century have strong effect on the pure arts. Mass copy by mass production destroyed the whole value system of pure arts and machine civilization destroyed the mystery of pure arts.

Since 1930, by the improvement of photo technique and comic language’s conjoin the photo has done direct expression and has shaped the symbol and finally the advertisement has became the base of the image’s modern system. Also since 1940, the advertisement through mass-media has affected a lot. As communication specialist, Marchall McLuhan said "Media is message"1), media's effect have became strong as much as media itself can imply the story.

German sociologist, Walter Benjamin said in his essay <The work of art in the age of mechanical reproduction> "With having Aura from the traditional arts's genuineness, uniqueness and emerging of mechanical copy, the Aura of the arts has been destroyed and the work has been released from tradition and awareness"2) and he commented the new arts character by the mechanical civilization.
The art concept is not fixed but changeable by the time so to understand the current art phenomenon we shouldn’t look at it only by it’s fixed view but the changeable social cultural process should be decided by the historical change.

Today mass-media visual art is pursuing the political theme with using tools such as photo, advertisement, video, computer. And it refers the awareness change for human’s communication behave itself to becomes the art. So the advertisement is one of this communication behaves and play a main role in current society and become the one of arts.

Current advertisement is not only selling the items but also one of the way to reflect the social circumstance and human’s dream. The advertisement is representative of current culture, and tools to express and deliver the current people’s desire and thinking.

Erving Goffman insisted that the advertisement is one of the cultural system and the owner of advertisement products sustains the cultural custom and comes to stay the already fixed shape.

Advertisement semiotics, J. Williamson refuted Juja’s view to name the advertisement as the service for capitalism economic system and he said that the advertisement is one of the important point to fold our life and reflect our life. As pop artist, Andy Warhol said “Coke can be drunken by anybody such as the president, Liz Tailor, street person”, advertisement can keep the cultural same purpose and same quality based on the big electric waves.

The symbol in advertisement is deeply related to that social culture. The image in advertisement is understood by the value of the society.

The advertisement shows the signification in short time, so it has to make the image to give strong effect. So in the past, they focused on showing the products in short time, but currently the image becomes the most important thing. Women can have negative image about their body by the model figure of the advertisement.

The advertisement is made by the unrelated image to the products. They pursue showing as if it is more valuable thing than itself. The advertisement is trying to seduce the customer to buy and use the image of the products instead of pursuing for the customer to directly use the products. So actually the advertisement is not the work to advertise the products. It is the creation of the image the products can make and it’s aim is to let the customer buy the image. This image is made based on the myth we have. The advertisement makes the myth and people consume the advertisement and products in the myth.

For the case of symbolic sign, we need to analyst the signification relationship. The magazine advertisement is composed of the photo and it is the visual image to use well the two points, photo’s reality and symbolism. Photo can remake the reality unlike other tools. So the photo makes the reality in photo like the actual reality and let the customer guess and hint the unrevealed reality.

Especially the cosmetic advertisement is for the reinforcement of the customer’s behave. In other words, the advertisement reinforce the customer’s buying will for certain products and increase the possibility to buy again the label of the products later. So the cosmetic advertisement is visual expression and it increases the attention rate on advertisement and memory effect of item and it touches the customer’s sensitivity and desire and let them be satisfied with the item and it finally increase
the item buying rate. Also cosmetic advertisement try new expression method and use technical skill to show new feminine image so in this point, we can know that it has less bar than other items and can pursue more creative expression way.

2. Color’s character and function

1) Color definition

Current color study range is various from scientific field such as color physiology, color physics to social science, esthetics field.

There are 3 points we can feel the colors. The first is hue to feel the light wavelength.

The second point is value and this depends on the light reflecting amount regardless of the color. When we talk about the lightness and darkness of color, we call it brightness, and we talk about the source of light reflecting amount, we call it lightness.

The third is chroma and this is about the pureness of the color from pure to turbid.

We call the highest chroma color as pure color, and the low chroma color as cobalt and high chroma as clear color.

The colors are divided by these 3 points not only express user’s taste, uniqueness cultural circumstance but also express the user’s character, image by the mental and visual effect.

2) Color’s sensitivity and image association

The color is one of mental phenomena to express the feeling, and this is perceived by eye, the physiological phenomena and the sense. The color’s image and feeling causes the different feeling by the person’s taste, circumstance, experience and condition, and this feeling comes from the various association of material’s circumstance relation or unconsciousness.

This color association is reflecting of the person’s experience, memory, ideology and opinion and the word associated from one of colors is limited, and it is less than 10 words.

The color could cause the same association or the same group’s response. But general esthetic sense exists by the culture and society. As the cross cultural connection is vivid, we can notice many common points. The example of using this esthetic sense sign is the advertisement delivering implicative visual message.

Color’s association creates the image by the feeling effect of the color.

Generally long wavelength color is warm color and short wavelength is cold color. Warm color is expanding and forward and cold color is shrunken and backward. And warm and bright color is elegance and soft and feminine and cold and dark color is down and masculine. White or white blended bright color gives light feeling and black or black blended dark color gives heavy feeling.

Previous study showed that the color made people to feel not only the sense but also synesthesia feeling. For example, we can feel the floral smell from light purple, light pink and we can feel bad smell from black or dark color. Also orange, red, yellow color remind us the fruits so it improves our appetite but blue is not that kind of color so it decreases our appetite. We can feel the sound from the color. Bright color, light color remind us high tone, dark and black or white color remind us low tone.

These feeling about colors are different by the person, but by revealing the language association we can connect the color and
image, sensible effect and language and balance the color image and language meaning.

<Table 1> Harmony of color image

These background color image sketch is divided by 13 adjective image, such as soft image romantic, cold image clear, soft and warm image pretty, cold and hard image modern, warm and hard image dynamic, a little soft and warm image casual, a little soft and cold image cool casual, a little soft image natural, hard image classic, dan, not soft and not hard, not warm not cold image elegant, chic, gorgeous. I placed the image sketch by these adjective image and connect the flashing image with colors.

3) Color role in communication

The color in advertisement is used as the communication tool. Communication’s purpose is deliver special meaning, it’s sender and receiver’s mutual understanding.

Color has a character to deliver special meaning, color’s influence on visual communication is very big.

Generally response from colors are physiological, physical response, and the color perceived by eyes does mutual work with nerve and finally lead to instinctive spiritual mental response. In other side these are related with culture and society and it appears conscious or unconscious by the education, habit, agreement. Many study result show that color association and preference is decided by cultural point and age, gender, experience. Color influences the human as esthetical, functional, symbolic meaning through these response. So for the communication and for the image delivery, when we use the color, we have to think what color is workable for all age and culture. For the effective color use, we also have to understand the color’s implicit meaning. It is necessary to use color example, understand whole text. To express image by the color, we have to know the color’s feeling, image association by the symbolic system, and have to use the colorist according the image. The use of colors with common connection and feeling make us to express the message by color and it can be changeable by the color.

3. Image

1) Concept and definition of the image.

The image word origin is from Latin language meaning of Mimic, "Imago", meaning of imitate, recreate, "Imitor". Latin language mimic is related to latin language imitari. Also the image is clearly, sensibly recreated in the mind from the past experience without image stimulus. Good example is that we can feel mother’s figure with closing the eyes.

Image can be classified by two. One is iconic image of picture, sculpture, photo about material object and the other is mental image (think,
memory, prediction etc) about the conceptual object.

The image is feeling about the person or item, total of visual, memory, look, evaluation, attitude. So we can simply define that is total feeling through various image.\textsuperscript{15}

The image is not linguistically expressed everything. Image is depend on watcher’s view and can be different from the reality. Image is subjective each person’s feeling it can be shaped in a moment and the partial can make the total. So person’s experience, information and cultural, social component are important in image creation and understanding.

In this study, visual creations in magazine are classified by the fashion image and survey the response of image change by the color change.

2) Image classification in make-up advertisement

make-up image classification is same as the fashion and as a total fashion concept, fashion includes hair and make-up, so we can refer the fashion and hair image classification for make-up image classification.

When we look at the fashion image divisions, America famous cloth consultant, Dawn E. Wardrop classified people’s dress style into 4, natural style, classic style, romantic style, brave style.\textsuperscript{16} Park Hwa Sun classified cloth and accessory image into 10. Romantic image, classic image, natural & country image, elegant image, modern & chic image, sportive & casual image, ethnic image, manish & dandy image, sophisticated image, feminine image.\textsuperscript{17} Also sweet & zentner can be classified into 4, classic image, natural image, romantic image, dramatic image.\textsuperscript{18}

Hair style image classification are Imail classified into 4, warm image, cool image, feminine image, romantic image. JFAI classified into 9, cute image, casual image, active image, natural image, feminine image, classic image, pure image, sportive image, mode image.\textsuperscript{19}

When we look at the image vocabulary in make-up advertisement, we can classify it as below. pretty, romantic, clear, natural, casual, dynamic, gorgeous, elegant, classic, dandy, modern, chic.\textsuperscript{20}

In this study, I banded something in common, selected usual expression in make-up advertisement and then classified into 5. natural, romantic, elegant, gorgeous, modern.

(1) Natural image

It includes simple, familiar, comfortable image. It’s basic colors are from natural sources like tree, forest, soil and these comfortable, familiar and less contrast calm color are main colors of natural image. Soft combination with medium color, beige, brown are usually used.

In this study I included clean pure image also in natural image as make-up advertisement use same color combination in natural and pure image.

In the make-up, light color without emphasizing of the lips are natural image.

(2) Romantic image

Lexical meaning are dreaming, unrealistic, romantic. Romantic word came from romance story in middle ages,\textsuperscript{21} at first it was used in nonsensical one, after that from germany literature trend in 18century it spreaded out arts,\textsuperscript{22} philosophy, religion, and it is very close with romanticism.

It includes cute, vivid, soft, lovely, feminine image. Main colors are warm colors with soft, bright, image combination. Soft, light, bright
tone colors are used a lot, and soft light tone color among them has more romantic image. To stress the feminism, pink, beige, yellow, greenish yellow, pink color are used as main colors.

In the make-up, glossy texture expression is used often. White and pink combination, light yellow and purple combination, pale tone contrast color combination are used in the eyes make-up. Light color like light pink, orange are used in lips make-up.

(3) Elegant image

Lexical meaning are elegant, sophisticated. In korean dictionary, we definite it as elegance and beautiful. Elegance are based on good education, good taste through decoration, moderation. It means sophisticated luxury, taste, manner, elegance in people's cloth, appearance, language, behave, attitude and arts, design, life. It evokes fresh charming, happiness as luxury beautiful, sensitive detailed beauty.

In this study, it includes the value and the generality across trend and ages.

Main colors are fall colors including black, without using contrast colors and example are black, purple, wine, gold. Especially dark tone, deep tone colors show generous, elegant image.

In the make-up, we often express white and bright skin tone and bright red lips, heavy make-up in eyes and lips. Gold and red combination are good examples of elegant image.

(4) Gorgeous image

Lexical meaning are luxurious, splendid, nice and we can find splendid, sexy, luxurious, dreamy image from the fashion specialist survey result. It includes exciting, sexy, active, glamorous image. Deep contrast color, heavy color, strong color show luxurious, exciting image.

In the make-up, different colors on lips and eyes shows splendid image, we use various colors and especially smoky make-up stress the eyes line and also deep color on lips shows sensational feeling.

(5) Modern image

It is citylike, chic, intelligent, cold image and detailed and reasonable image.

It includes modern, city, cold, cool, intelligent image. Here I also included dandy image, (british gentle man image) and mannish image (women' manlike taste). Basic colors are black, white and gray. In make-up, general texture is mattr, and black. white colors are only used on eyes. So black smoky make-up is good example. Beige, pale pink tone colors with mattr texture are used on lips.

III. RESEARCH METHOD

In this study to check how much the image can be changeable, we classify the make-up advertisement images and then insert different image color to the advertisement and evaluate people's opinion on this change from 0 to 7. This study is based on the natural image photo, and we insert various image colors with using photo shop. We study the difference when we insert the image color only at eyes or at lips or both at eyes and lips and we also check if these lips or eyes color change can be workable for whole image change and we research the interaction between the lips and eyes.

This survey is conducted with 60 university
students in seoul. The female students are 87% and the male students are 13%. Their age is from 19 to 34, 22.3 in average. Their majors are fashion, beauty, nursing. Half of them majors beauty or fashion, the others majors nursing. Almost students are interesting in make-up, and their average score in this area is 3.8 in total 5. Their average times about buying cosmetics in 1 month is 0.76 times. This survey is executed in 4th April – 25th April.

The person in photos used in survey have simple cloth and no accessory to make the people to focus on the color change.

The survey method is with computer monitor (each 3 person see the photo image through computer monitor and answer the survey) as I worried about color change in case of color print.

IV. RESULT AND DISCUSSION

1. Natural image

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<th>&lt;Table 2&gt; Photos applied image colors</th>
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<tr>
<td>Original Photos</td>
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<tr>
<td>Application colors in eyes</td>
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<tr>
<td>Application colors in lips</td>
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<td>Application colors in eyes and lips</td>
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</table>
1) Application natural colors

All of the scores in the tables and the graphs means average in each survey.

When we applied natural color in eyes, people felt it as romantic instead of natural or some people felt it as elegant. This is because the original photo has romantic and elegant image due to bright orange color lips.

When we applied natural color to lips, the average reaction score for the natural image was 5.6 and this is similar with the case of applying it to both of lips and eyes. Romantic image also has similar reaction as the case of applying only at eyes and this is because the original photo eyes color was red so it is image of romantic.

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<Table 4> Graph of the change images after application elegant colors

<Table 5> Interaction applying natural colors

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<Table 6> Graph of the interaction applying natural colors

Estimated Marginal Means of A1_E_N
When we applied natural image color both to lips and eyes, the reaction score was 5.83 so we can know that people feel it natural, and the next high score is 3.57 in modern image, so we can see that the natural image is close to the modern image.

2) Interaction

When we applied natural color, the interaction range between the eyes and lips didn’t exist within 0.1 significance level, (F=0.170, p=0.680). When we applied natural color both to lips and eyes, people felt it the most natural image, and it makes change the original photo image from "not natural" to "very natural". When we apply the natural color only to eyes, the difference between the applying of natural color and not natural color are not so big as 3.0 and 2.57 each, so we can see that people feel both are not natural.

But when applied natural color to lips with no natural color on eyes, people felt it natural with score 5.6, so we can’t see the big difference between applying it on both lips and eyes and only lips.

So to express natural image, the applying of natural color on eyes doesn’t work, but natural color on lips works well.

In this case, we can see this result as we apply natural color to romantic image and simple color eye. If we apply natural color to gorgeous image eyes, we can predict that the image change would be much bigger than now.

But generally the fact that lips color play the most important role to express natural image was proven in this study also.

2. Romantic image

1) Application romantic colors

When we applied romantic color in eyes, the reaction score was 5.1 so people felt it a little

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<Table 7> Change images after application elegant colors

<Table 8> Graph of the change images after application romantic colors
romantic. As all other images get very low score, we can see that there is only romantic image without image duplication.

When we applied romantic color in lips, people felt it very natural(5.93) and romantic image score was only 3.33 so we can see that people didn't feel it romantic, and this score was similar with modern(3.93) and elegant(3.3) image.

This is because we apply romantic color to natural image, if we apply it to elegant image or gorgeous image, we can't feel romantic image only with eyes color.

When we applied romantic color both in lips and eyes, people felt it romantic as score 4.87 but this is lower score than the case of applying it only on eyes.

Also the applying of romantic color on total photo has the lowest score at modern image, so we can see that romantic image is contrast to modern image.

2) Interaction

When we applied romantic color, the interaction range between the eyes and lips did exit within 0.1 significance level.(F=3.63 p=0.06). But the applying of romantic color on lips has higher score, and this is meaningful within 0.1 significance level.(F=63.17 p=0.00). Especially when we apply romantic color to eyes with no romantic color on lips has higher score than the romantic color both to lips and eyes.

The case of natural image before the color change, romantic image perception score is 2.6 and the case of romantic color both on lips and eyes, the romantic perception score is 4.87 which is higher than the original.

When applied the romantic color in eyes, the difference between applying romantic color on lips and no romantic color on lips was not big as 4.87 and 5.10 each, so we can see people felt both romantic.

When we didn't apply romantic color in eyes, the difference between romantic color on lips and no romantic color on lips was not big as 3.3 and 2.6, so we can see that people felt both not romantic, and the lips color is not important.

When we applied romantic color in lips, the difference between romantic color on eyes and no romantic color on eyes is big as 4.87 and

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(Table 9) Interaction applying romantic colors

(Table 10) Graph of the interaction applying romantic colors
3.30 each, so we can see the romantic color on the eyes work.

When we didn’t apply romantic color in lips, the difference between the romantic color on eyes and no romantic color on eyes was big as 5.10 and 2.60 each. So we can see that if we apply romantic color on eyes with no romantic color on lips, it looks like romantic, but without romantic color on eyes, we couldn’t feel the romantism.

So we have to apply romantic color to eyes to express romantic image.

But this is because the original photo has natural image, if we apply romantic color to elegant or gorgeous image, the lips color would work too.

3. Elegant image

1) Application elegant colors

When we apply elegant color, if we apply it only to eyes, people feel it natural with score 5.06, and the next scores are elegant (3.77) and modern (3.8).

When we apply elegant color to lips, people feel it elegant (4.83) but gorgeous image also has high score 4.47 so we can see that people feel it both elegant and gorgeous.

This is because red color lips in elegant image belongs to gorgeous color range also and it gives us luxury image.

Also in this case natural image score is only 1.6 so we can see that the natural image is depends on the lips color darkness and lightness. This is same result from previous one, we can reconfirm that the lips color is very important in natural image.

When we apply elegant color both to lips and eyes, elegant image score is 4.93 and this is 0.10 higher than the elegant color on lips only and gorgeous image score becomes lower from 4.47 to 4.43 and natural image becomes lower from 1.6 to 1.5. But the difference is very small so the elegant concept range is similar in elegant color on lips and elegant color on lips and eyes.

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<Table12> Graph of the change images after application elegant colors
2) Interaction

When we applied elegant color, the interaction range between the eyes and lips didn’t exist within 0.1 significance level. (F=2.29, p=0.13).

But the elegant color on lips give more elegant image than the elegant color on eyes and this is valuable in 0.1 significance level. (F=28.02, p=0.00)

The original natural photo without elegant color applying has only 2.73 elegant point but after applying elegant color to lips and eyes it goes up to 4.93 and give very elegant image.

When we applied the elegant color in eyes, the score change was from 2.73 to 3.77, we can see that people felt both were not elegant.

When we applied the elegant color in lips, the score change was from 2.73 to 4.83 we can see that not elegant image was changed to elegant image. And this score was not so different the case of elegant color on both lips and eyes, so we can see that lips color is important in elegant image.

But this is because the original photo has natural image, if we apply elegant color to modern or gorgeous image photo, we could have different result. Especially if eyes color is changed from romantic image or modern image, the eyes color must be important point.

But as we feel elegant in case of bright red or wine color lips and no color on eyes mostly, we can see that the elegant image has closer relationship with lips than eyes.

4. Gorgeous Image

1) Application gorgeous colors

When we applied gorgeous colors in eyes, it was recognized to be quite gorgeous(5.9) and
not to be more natural than other images. (1.2).
On the other hands, it was recognized to be more elegant than other images. (3.3)
When we applied gorgeous colors in lips, it was recognized to be a little gorgeous (4.8) and to be a little elegant (4.47). In this opposition the natural image appeared negative. (2.0)
In this case, though a little highly recognized score in gorgeous images than elegant image but it confused between gorgeous images (4.83) and elegant images (4.47). It was same to the result before in elegant image applying.

It means that gorgeous image and elegant image are very closed because the colors symbolized in these images are very closed or duplicated in color scale.
When we applied gorgeous colors in eyes and lips, it was recognized to be very gorgeous (6.2) and less elegant (3.17). And it wasn’t recognized to be natural (1.1) therefore gorgeous image and natural image, they are opposite in image scale.

2) Interaction

<table>
<thead>
<tr>
<th>gorgeous</th>
<th>LIP</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>EYE</td>
<td>Y</td>
<td>6.20</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>4.80</td>
</tr>
<tr>
<td>Total</td>
<td>5.50</td>
<td>3.89</td>
</tr>
</tbody>
</table>
When we applied gorgeous colors, there was interaction of applying colors between lips and eyes within 0.1 significance level. (F=38.24, p =0.00) Therefore, from the interaction of the two, it was recognized to be most gorgeous when gorgeous colors were applied in both lips and eyes.

When we applied gorgeous colors in eyes, it wasn't almost different to apply colors in lips. Though we didn’t apply gorgeous colors in eyes, it was recognized to be gorgeous when we applied gorgeous colors in lips. (4.8)

The interaction of applying colors between eyes and lips in gorgeous image is more high than in other images. Because that it was more effective to apply opposite harmony of colors rather than special color for gorgeous image. Therefore it was most effective to apply gorgeous colors in eyes and lips considering harmony of colors.

5. Modern image

1) Application modern colors

When we applied modern color in eyes, it was recognized to be modern. (4.6)

When we applied modern color in lips, it was recognized to be more natural (5.87) rather than modern (5.07) But the different wasn’t huge.

When we applied modern color in eyes and lips, it was recognized to be modern (4.83) but it was less modern to apply colors in eyes and lips than in lips only.

But in this case, it was recognized to be natural and modern. It says again it stands that it was confused between modern image and natural image. Therefore it was most effective to show a modern image when the colors were applied in both eyes and lips.

2) Interaction

<table>
<thead>
<tr>
<th></th>
<th>natural</th>
<th>romantic</th>
<th>elegant</th>
<th>gorgeous</th>
<th>modern</th>
</tr>
</thead>
<tbody>
<tr>
<td>eye</td>
<td>2.9</td>
<td>2.93</td>
<td>3.1</td>
<td>3.47</td>
<td>4.6</td>
</tr>
<tr>
<td>lip</td>
<td>5.87</td>
<td>2.63</td>
<td>2.57</td>
<td>1.93</td>
<td>5.07</td>
</tr>
<tr>
<td>total</td>
<td>3.2</td>
<td>2.83</td>
<td>2.67</td>
<td>2.97</td>
<td>4.83</td>
</tr>
</tbody>
</table>

(Table19) Change images after application modern colors

(Table20) Graph of the change images after application modern colors

A5 MODERN

- A5 Modern eye
- A5 Modern lip
- A5-total

0 1 2 3 4 5 6 7
natural romantic elegant gorgeous modern
We could see that lips were more affected by the colors than eyes and the study revealed that interaction of applying colors between lips and eyes was within 0.1 significance level. (F=4.17, p =0.04)

When we applied modern colors in eyes, it was recognized to be modern both applying(4.83) or not applying colors(4.6) in lips. It stands that it wasn’t almost different to apply colors in lips when we applied modern colors in eyes.

When we applied modern colors in lips, it was recognized to be modern both applying(4.8) or not applying colors(5.06) in lips. Therefore when we applied modern colors, it was most effective to show a modern image when the colors were applied in both eyes and lips.

Yet, this case was based on the results by changing colors of original photos of natural images, using photo-shop. Hence, if the research was based on analysis of different results from different images, we consider to draw a different conclusion on the interaction of color application on lips and eyes.

V. CONCLUSION

This study researched the important role of colors when make-up advertisement makes image.

First, we studied if the images that make-up advertisement tries to symbolize can be altered with changes only in the colors of make-up and without any changes in other factors. When we applied natural colors, the result showed that the point changed from 2.57 to 5.83. In the case of modern colors, the point changed from 3.57 to 4.83. According to this result, the study revealed more or less differences, however, when we applied colors of each image on photos, people had higher recognition on that image more than other images. Therefore, we can conclude that the image can be changed merely with the change from colors of make-up. Second, we changed the make-up colors of lips and eyes separately and studied the interaction of the two.

When natural colors were applied, the result showed that the most naturally recognized image
was when both eyes and lips were applied natural colors. In addition, it was more effective to apply natural colors on lips rather than eyes in order to symbolize a natural image. Hence, there was no interaction of color application between eyes and lips within 0.1 significance level.

When we applied romantic colors, it was recognized to be more romantic when romantic colors were applied in eyes rather than lips. When the same colors were applied on eyes, people did not consider the colors of lips to be important. Hence, there was interaction of applying colors between lips and eyes within 0.1 significance level.

When we applied elegant colors, it was recognized to be more elegant when the colors were applied in lips rather than eyes. It says again it stands that for the elegant image, the colors in lips are more important than the colors in eyes. Hence, there was no interaction of color application between eyes and lips within 0.1 significance level.

When we applied gorgeous colors, there was interaction of applying colors between lips and eyes within 0.1 significance level. Therefore, from the interaction of the two, it was recognized to be most gorgeous when gorgeous colors were applied in both lips and eyes.

When we applied modern colors in lips only, it was recognized to be most modern. But in this case, it was recognized to be natural and modern. It says again it stands that it was confused between modern image and natural image. Therefore it was most effective to show a modern image when the colors were applied in both eyes and lips. However, we could see that lips were more affected by the colors than eyes and the study revealed that interaction of applying colors between lips and eyes was within 0.1 significance level.

Yet, this study was all based on the results by changing colors of original photos of natural images, using photo-shop. Hence, if the research was based on analysis of different results from different images, we consider to draw a different conclusion on the interaction of color application on lips and eyes. Moreover, although this study was based on make-up advertisement, we need to study further on how much the colors of make-up can affect the changes in images by doing research on the effects of image changes when colors of make-up are changed in the area of fashion advertisement, where images greatly vary depending on different fashion or accessories. In addition, we need to study the various roles of colors as a communication tool in more depth.

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