색채어의 브랜드네이밍 활용을 위한 고찰

A study on practical use of color-complex words for brand name.

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참고문헌
The purpose of this study is to investigate properties of meaning of color-complex words in Korean. Korean colors are different from Western’s colors. Because korean pure colors are calm and static. Moreover the korean language expressed as a variety of sensory and delivers various meaning.

In the general living environment it is recognized as individual experience and their decisions are based on the brain.

In addition, the our cultural life is reflected on the language and Color saturation, especially in a language. By the language we feel sensitive and by looking at these colors we can analyze the color-complex words.

Furthermore the color-complex words means usually ‘colored’ and express the meaning ‘Character’. That is the nature of light which is a word that means the diverse nature of life and beauty.

Well, above mentioned the color-complex words are applicable to the current color trend ‘wellness’, ‘organic’ and can be applied to eco-friendly brand that can take advantage of it.

I am planning to show you how one color represents korean color-complex words. And It is characterized by the circumstances and conditions, colorful representation. As a consequence the design for contemporary brand can be applied to naming and advertising strategy.

Key words : color-complex words, brand naming, advertising