

The visual arts are not only a form of communication, but they are also an expression of personality. They can be used to encapsulate the individual personality types of people through their aesthetic use of color, symmetry, patterns, and other aspects of design. Different personality types have different preferences and cognitive functions, and visual design is one of the primary ways of expression. Art itself takes on the individual's personality and reflects their traits through the colors and aesthetic qualities of various mediums such as graphic design. The visual arts can be used to represent the aesthetic qualities of different personality types (such as Myers-Briggs) through specific design choices tailored to different personalities' preferences. This intersection between personality types—specifically, the Myers-Briggs—the senses, and visual design can be most fully researched through the creative development of candle packaging.

For this project, I conducted an extensive literature review of different sources pertaining to the arts and personality. My chosen area of research is highly specific, and to my knowledge, has not been explored. I wanted to examine the creative potential of graphic design to encapsulate the 16 Myers-Briggs personality types. I separated the personality types into groups of four with their own unique color palettes and typeface and created a pattern that would unite each group of designs. I designed a label for each personality type's candle, maintaining a consistent minimalistic design style. I wanted to emphasize the similarities between the types through cohesive typefaces, layouts, and colors while also making each label uniquely suited to that particular personality. The four groups (Analysts, Diplomats, Sentinels, and Explorers) are divided based on their dominant cognitive functions.

For the Analysts (INTJ, INTP, ENTJ, and ENTP), I went with a predominantly cool-toned blue and green color palette. The icons for each type incorporate predominantly linear forms and strive to emulate the intellectual, rational minds of Analyst personalities. The chess

piece for the INTJ—which symbolizes their strategy and determination—is the only non-abstract design in this collection. For example, the ENTP design is an abstracted version of a thought bubble, representative of their affinity for debate, while the INTP’s icon is a puzzle piece that reflects their unconventionality. The icon for the ENTJ label evokes the image of a crown (alluding to their commanding leadership), as well as a standard line graph.

Calming and welcoming, the Diplomats (INFJ, INFP, ENFJ, and ENFP) earned a soft, soothing color palette of golds, blues, and purples. Overall form and linework remain the prominent elements in these designs. This collection contains more literal icons than the abstract Analysts. I decided that recognizable symbols suited these personalities best. I chose a flower to represent the ENFJ’s altruistic, life-giving tendencies. The olive branch for the INFJ ties into the lotus flower for the INFP, both of which are recognizable symbols of peace. Perhaps the most unconventional choice, the prism for the ENFP is well-suited to this free-spirited personality’s multidimensionality.

The Sentinels (ISFJ, ISTJ, ESFJ, and ESTJ) are beacons of stability and calm, so for this group, I chose bold reds and teals which exude a regal and solid presence. The icons for these personalities are more illustrative with thin line-work and are once again recognizable forms. The icon for the ISTJ is meant to resemble a Rubik’s cube, an object befitting the balance and logic of this personality. The dove shows the gentle and traditional aspects of the ISFJ, and the house with flowers sprouting from the chimney exhibits the ESFJ’s tendency for hospitality. My choice of a compass design resonates strongly with the ESTJ and their internal compass which makes them such powerful leaders. More than any other collection, this one demonstrates the coexistence of structure with softness.

Finally, for my fun-loving Explorers (ISFP, ISTP, ESFP, and ESTP), I attempted to capture their thirst for excitement with bright yellows/oranges, eye-catching purple, and a pop of blue. The colors and imagery are loose and explosive, and I wanted to emphasize shapes and creative energy with the icons. The integration of recognizable objects (such as the lightbulb and party popper) with abstract shapes encapsulates the down-to-earth yet spontaneous personalities of these types. The party popper embodies the ESFP's playfulness, while the dramatic action of the comet shows the speed and daring of the ESTP. The design for the ISFP is the most abstract one in this collection and shows the inability of the ISFP to be boxed in, as well as their creative self-expression. Abstract meets realism in the ISTP, with the lightbulb interacting directly with the shapes that inhabit the collection and showcasing this type's ingenuity and optimism.

Through the creative designs of candle packaging, graphic design can be used to evoke the aesthetic qualities that capture each of the Myers-Briggs personality types. Although this is a relatively unexplored area of research with room for continued growth, these candle label designs show the expansive capabilities of graphic design to make innovative product packaging and appeal to different personality types. The visual arts can both appeal to different Myers-Briggs personality types and encapsulate the essence of some of their traits through aesthetic designs. As such an essential element of culture, the visual arts deserve to be studied in all their many forms. It is a valuable tool for understanding humanity better, and it is my hope that these designs fill a gap in research done surrounding graphic design.