

**ANALYSIS OF THE APPLICATION OF AESTHETICS IN VISUAL COMMUNICATION: A STUDY OF  
PAGE DESIGNS OF THE *NIGERIAN CHRONICLE***

**By**

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**Abstract**

This research work was on Analysis of the Application of Aesthetics in Visual Communication: A Study of Page Designs of the *Nigerian Chronicle*. The objectives of the study were to ascertain if *Nigerian Chronicle* do apply aesthetics in its newspaper page design, to find out the application of aesthetics in the *Nigerian Chronicle*. To realize the objectives of the study, three research questions were formulated to guide the study. The method adopted in the study was content analysis, utilizing a structured coding sheet prepared by the researcher for assessing pages in the *Nigerian Chronicle*. The data collected were analysed using frequency distribution tables, with simple explanations accompanying each table. The study adopted two theoretical frameworks - Formalism Theory of Aesthetics and Hedonistic or Pleasure Theory. The research study findings revealed that the *Nigerian Chronicle* do apply aesthetics in its page design, using the basic elements and principles of design. Also, the *Nigerian Chronicle* often apply colour on front and back pages and rarely on inside pages. The study concluded that aesthetics is salient in the *Nigerian Chronicle* page designing because no newspaper page designing can be completed without the application of aesthetics. Thus, it recommended amongst others that the *Nigerian Chronicle* should increase the application of colour in its inside page design and not only concentrate on designing front and back pages with good aesthetic appearance as this will captivate and retain readership.

**Introduction**

Visual communication, unlike other communication is connected with sight. It is more concerned with pleasing the visual sense organ (the eye). It makes use of texts, photographs and other illustrations to convey its meaning. Visual Communication is a communication through a visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional images. It includes: signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, colour and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience.

Over the years, people relied on newspapers as information store-houses. Today, there is an incessant change due to the complex world communication system with the advent of new media that are enhanced by modern technology. Despite this, newspapers still relevant to most people because of their features such as affordability, availability, and permanent statue.

Hence, visual communication in newspaper can be appreciated if the basic elements and principles of design are proportionately balanced skillfully. It is the responsibility of a page designer or a graphic artist to make a newspaper page in such a way that readers can easily get clarity about certain topical issues based on the intensity of the message is conveyed and how the messages are interpreted with ease. This can be obtained through the judicious application of the basic elements and principles of design.

The study of aesthetics in visual communication helps to understand the need to appreciate visual works and express our feelings. It looks at the general creativity, imagination and the identification of visual aesthetics elements and principles of design used in conveying meaning to the audience. Most times, it is difficult to study aesthetics in visual communication due to the challenges associated with recognising the aesthetics features and background. The evaluation of a good visual communication design is mainly based on individual perception beauty and ugly.

To attain aesthetics in a newspaper, page designing is an absolute necessity. Page designing can also be called page makeup. It is the skillful collection, arrangement and coordination of materials on a newspaper page. Also, it is

a medium for careful exploration of the basic elements and principles of design for the attainment and promotion of aesthetics.

Page or layout designing shows those vital parts of a newspaper that should be appreciated, particularly the subject and the style. The subject is the main message a newspaper is conveying to the public, while the style is the pattern a newspaper adopts to be unique from others in conveying its message. This includes the positioning of texts, photographs and other illustrations. Novin (2012, p. 2.) explains thus:

Layout design is more than just design; it is visual communication. Newspaper, magazine, book and other paper media layout designers not only must take the layout visually to the eye, but also tell and show the importance of the story, the text, and the message through their designs. Stories and photographs are not the only elements that convey a context to a reader; a good design suggests a context too.

The *Nigerian Chronicle* is a government-owned newspaper that is currently published with weekly and weekend editions. It was first established in July, 1970 by the then Cross River State Government and started full operation in 1971 with Mr. E. A. Anwana as the pioneer general manager. Currently, it is located at Barracks Road, Calabar in Calabar Municipality Local Government Area of Cross River State, Nigeria. The Corporation was saddled with the responsibility of publishing newspaper(s), magazine(s), and other journals, as well as, stationery and operate commercial printing press. The Corporation was the publishers of *Daily Chronicle*, *Sunday Chronicle*, and the *Quest* and *Eskor* magazines. Presently, the Corporation is publishing the *Nigerian Chronicle* and *Weekend Chronicle* (*Nigerian Chronicle Library*, n.d).

### The Research Problem

Visual communication, particularly the newspaper, is regarded as one of the essential means of communication in the society. This is based on its features of appealing to the visual sense organ (the eye), affordability, availability, and permanence status. However, most newspapers have failed to communicate properly due to poor page designing, misapplication of basic elements and principles of design, and most importantly, the negligence of aesthetics as inherent reasons for effective visual communication.

Aesthetics is generally used in every sphere of human endeavour. It deals with the value of artworks and their beauty in particular through the sense of perception and intellectual intuition. It can be better appreciated if the basic elements and principles of design are proportionately balanced. Newspaper is regarded as a work of art which needs to treat its contents and layouts with the idea of promoting beauty to achieve wide readership and effective communication. Hence, this study is an attempt at assessing the impact of aesthetics in visual communication, particularly the newspaper with a focus on page designing in the *Nigerian Chronicle*.

### Objectives of the Study

The objectives of this study were as follows:

- i. To ascertain if the *Nigerian Chronicle* applies aesthetics in its newspaper page designs.
- ii. To find out the application of aesthetics in the *Nigerian Chronicle*.
- iii. To ascertain the particular aesthetic element that causes lapses in the page designing of the *Nigerian Chronicle*.

### Research Questions

Research questions formulated for a proper guide of this study were:

- i. How does the *Nigerian Chronicle* apply aesthetics in its newspaper page designs?
- ii. How is aesthetics applied in the *Nigerian Chronicle* page designs?
- iii. What is the particular aesthetic element that causes lapses in the page designing of the *Nigerian Chronicle*?

### Literature Review

#### Newspaper Aesthetics

It is certain that the concept of aesthetics is generally used in all spheres of human endeavour. Etymologically, the term aesthetics is a transliteration of the Greek word *aisthesis*, which means perception by the senses. Notable figures had developed some theories pertaining to art. A journalist named Joseph Addison wrote a series of articles on "The pleasures of the imagination", published in a magazine called *The Spectator* in 1772. The mid-18<sup>th</sup> century introduced the use of the word aesthetics. Alexander Baumgarten in the first period defined aesthetics as "the science of sensory knowledge directed towards beauty and regarded art as the perfection of sensory awareness." He derived the term aesthetics from the Greek word *aisthanomai*, which means perception by means of senses. However, today aesthetics looks into the physiological and philosophical principles of art, the conceptions of art, of beauty and of the

beautiful in art and also the universal laws of artistic activity also the presupposition of all scientific discussion is dispensable in aesthetics (Columba Encyclopedia, as cited in *Filminnigeria, 2007*).

Another great lover of art, Immanuel Kant towards the end of 18<sup>th</sup> Century, made some basic concepts in the subject by his introduction. He insisted that the concept of aesthetics is essentially subjective, but have some level of objectivity. This is because the feelings of both pleasure and pain can be universal responses to certain stimuli. Kant's theory focused on four aspects: its freedom from concepts, its objectivity, the interest of the spectator and its obligatoriness. The concept of aesthetics as a branch of philosophy is concerned with the study of beauty in artworks. Ozumba (2007, p. 1), opines that "aesthetics as a branch of philosophy is very broad and concerns major areas like art appreciation, criticism, judgment, the beautiful, the ugly, art creation, intention, imitation and representation, aesthetic qualities, theories and methods, artifacts, theatres, literary, culture etc.

Aesthetic is a branch of philosophy that is concerned with beauty, art and perception, as well as the critique of art and design. It started in ancient Greece with Socrates and Plato who looked into the meaning of beautiful things (Kaushik, 2011). This means that although, aesthetics is all about beauty but, every artwork is subjected to criticism.

Ozumba (2007, p. 5), defines aesthetics as "the science of sense perception and intellectual intuition about the beautiful and the ugly and the whole range of natural and human artistic objects." The need for aesthetic is seen greatly in both the print and traditional media because the instrument of communication must be aesthetically made to create meaning and attraction.

Aesthetics, is mostly appreciated if properly evaluated. There are different terms used to evaluate aesthetics. Margolis in Alabi (2007, p. 203), noted the following terms that are mostly used in artistic or aesthetic evaluation are - "pleasant, moving, pretty, beautiful, impressive, admirable, and exciting among others". Appreciation is very necessary in art evaluation, but requires a lot. Thus, "appreciation therefore requires meticulous examination and this can be hampered by many factors which include: the psychological state of the recipient, the innate biases and prejudices of the appreciation, cultural attachment and grooming" (Alabi 2007, p. 209).

However, the focus is on visual aesthetics elements of newspapers. It is also worthy to mention that when a particular newspaper is assessed, we consider the aesthetics of beauty and ugly. Thus, aesthetics involves the manner in which we create, appreciate and criticise works of art, so as to achieve beauty, satisfaction and completeness in all human endeavours.

### **Elements of Design**

Elements of graphic design are those things used in the production of design. They are things that make up a page for easy readership, especially in a newspaper. The following are the elements of graphic design:

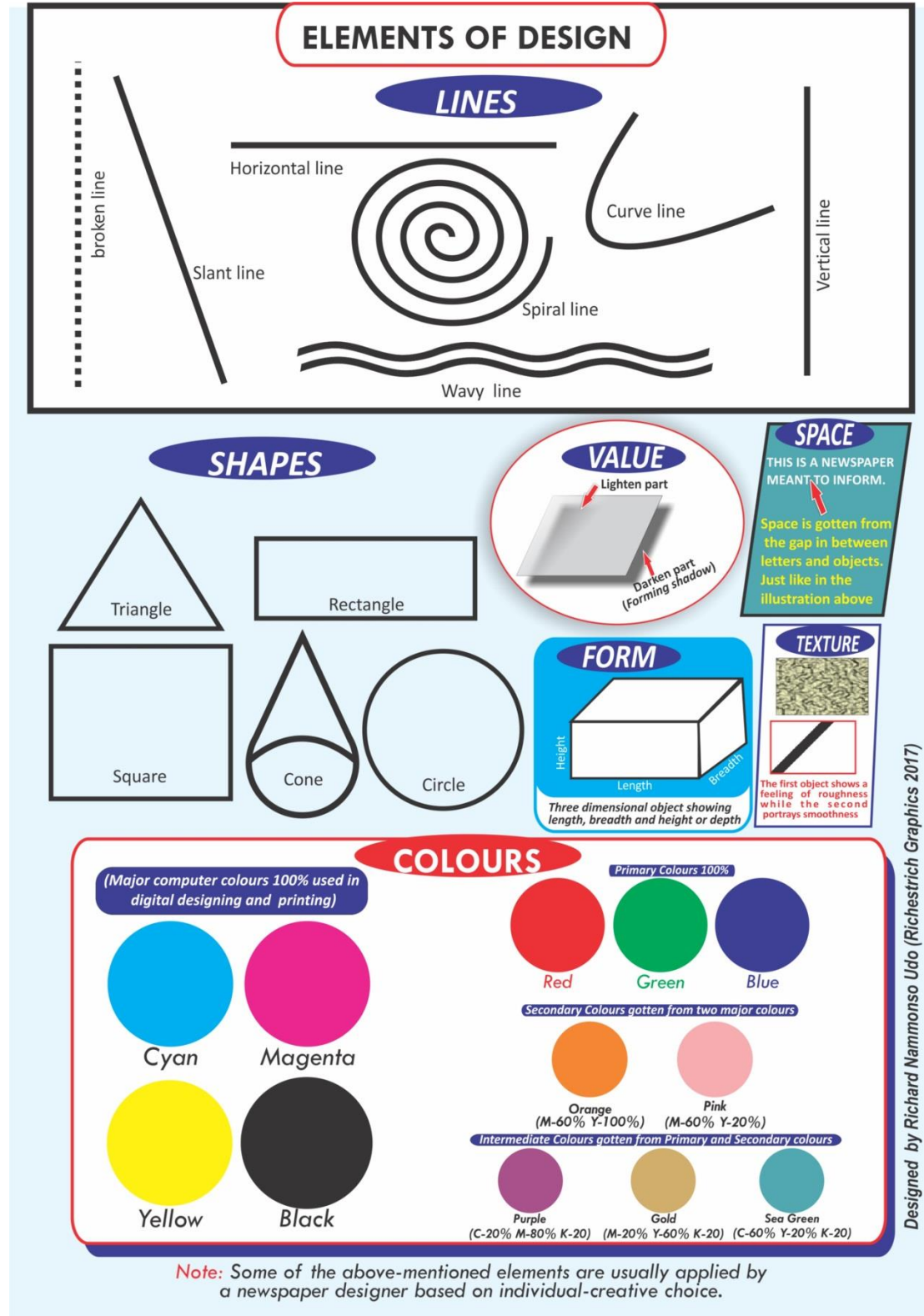
**Line:** is the distance between two points or the boundary of an area. It is a linear mark created when two-points. Lines include: vertical, horizontal, zigzag, spiral, wavy, slant, curve etc.

**Shape:** A shape is a plane object with a definite boundary in two directional arts. Shapes are form from lines. At times shape is a combination of dots and lines into patterns that exist through nature and in page designing. It usually has height and width.

**Categories of Shapes:** Shapes can be categorised into geometric, organic, negative, and positive. Geometric Shapes are circle, squares, rectangular, etc. Organic Shapes are found in nature e.g. leaves, flowers and shells etc. Negative shapes are formed when positive shapes meet together. It is the inside shape of a positive one. Positive shapes are the solid ones. They create negative shapes.

**Colours:** In artwork, colours are those elements that enhance beauty. It is considered as the most powerful element of design. According to Uzoagba (2002, p. 6), "to a scientist: colour is simply the decomposition of white light which is composed of the seven colours in the light (spectrum); red, orange, yellow, green, blue, indigo and violet." Colours play an important role of promoting beauty of other elements of design. It communicates, attracts and captivates reader's attention more effectively. Also, colours relate to emotion, thus, page designers should carefully apply it to achieve the need of page content.

Currently, newspaper designers deal with computer pre-planned colours (Cyan, Magenta, Yellow and Black). Pertinently, the main properties of colour are: hue (colour basic identity), value (lightness or darkness) and intensity (deals with colour brilliance).



**Figure 1:** Elements of design  
**Source:** Richestrich Graphics 2017

**Principles of Design**

Principles of design are those rules and guidelines by which the various elements of design are organized to create an appealing design. These principles must always be taken into consideration. They include:

**Balance:** This is the equal distribution of elements of design in a pattern that gives equal look. This promotes stability and good structure. Also, balance refers to the equilibrium between forms or areas of light and shade in a design. The different types of balance include: symmetrical balance (This is achieved when two designs are equal), asymmetrical balance (This is when two halves of designs are different), and radial balance (This is when the whole design balances at the centre).

**Harmony and Unity:** This is the relationship of different elements of design to create a unified design. It is the harmonious use of similarity, repetition, continuance and alignment in a design.

**Emphasis:** This is the area of design that catches viewer’s attention. It is usually contrasted to stand out with other areas. The area could be different in size, colour, texture, shape etc.

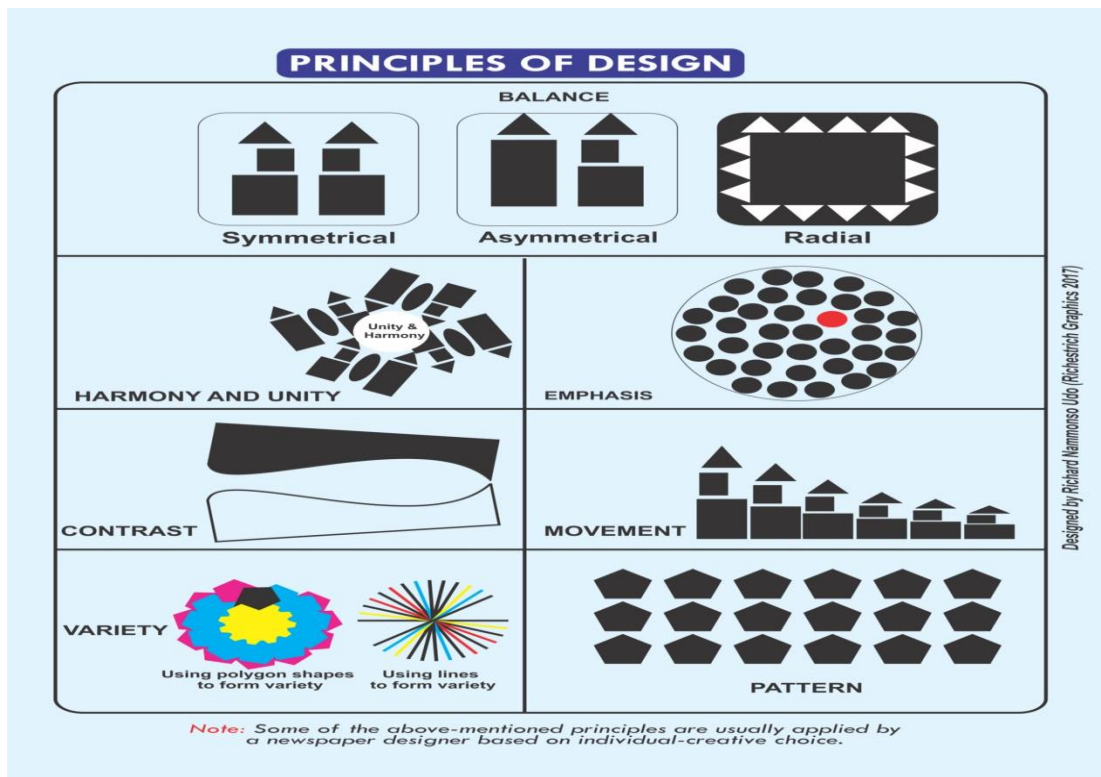
**Contrast:** This is the quality difference between two elements of design. The major contrast in a design should be located at the centre of the design. The contrast, when high, the more vibrant, bright and appealing will the design stand out to attract attention. On the other hand, low contrast makes a design calm, dull and quiet. In fact, contrast is used to set the mood or tone of a design.

**Movement:** This is the area or path the viewer’s eyes take through the work of art, often from one focal point to another. It can be directed through the different elements of design such as colours, lines etc.

**Variety:** This brings about a partial change in the form and position of design elements in a design. It creates a visual effect that makes a work more appealing. To achieve variety in a design, the use of colours, lines and other elements should be varied.

**Pattern:** This is the continuous use or repetition of an element all over the work of art, thereby creating continuity and rhythm.

Anim (2003) highlights aesthetic elements and principles that are pertaining to a newspaper which include layout, balance, contrast, typography, graphics and colour. However, the effective application of these elements and principles of design promote appealing designs.



**Figure 2: Principles of design**  
*Source: Richestrich Graphics 2017*

### Functions of Aesthetics in Newspapers

The functions of aesthetics in newspaper are numerous but not limited to the following:

**Attract Attention:** Aesthetics helps to attract reader's attention through beautifully designed pages such as captivating headlines, colourful photographs and well edited and planned text.

**Enhance Creativity:** Aesthetics helps to enhance creativity through intuition and imagination. Graphic designers and page designers creatively arrange photographs, headlines, texts and other elements to achieve unity and harmony.

**Enhance Readership and Readability:** Through the application of visual aesthetics, most people are interested in reading a particular newspaper and derive satisfaction from it. Most page designers take cognisance of visual aesthetics while designing to increase readership. Also, readability concerns how easily or comfortably a typeset text read (Hasan, 2014). Readability is enhanced through visual aesthetics elements. According to (Hasan p. 284):

Newspapers are meant to be read. Anything that obstructs or reduce the convenience of the reader must be avoided...Each letter, each word and each story has special significance. Headlines, photographs, cartoons, box items, charts and graphics-are all these important ingredients of the newspaper page designs. Proper application of visual aesthetic values makes newspapers content easy to read and understand. Meanwhile, poor presentation of these elements may hinder proper readability.

**An Edge over Competition:** The newspaper industry is a competitive one, but some newspapers have taken cognisance of the application of aesthetics elements on their pages to outsmart others and succeed in business. According to Ramirez as cited in Anaeto, *et al* (2009), the make-up of a newspaper is especially reflected in the front page. It is the selling point of any newspaper. Technology has improved newspaper page designing process from analogue (the dummy sheet) to a digitalized type (graphic software) such as CorelDRAW, Adobe PageMaker amongst others.

### Review of Studies

Scholars and researchers have written substantially on aesthetics, visual communication and newspaper. Senam (2009) assessed the role of news photographs in the aesthetics of the print media. The study was on aesthetics photograph in print. The study relied on secondary sources of data. The study discovered that news photographs significantly add to the aesthetic of the newspaper and the magazine as well as contribute to the credibility of the print media.

Udoakah and Oliseh (2009) examined readers' perception of the aesthetic elements in cover page designs of news magazines in Nigeria. The study adopted survey research method. Major findings in the study found that readers of news magazine in Nigeria are cognizant of aesthetic elements in cover page designs of news magazine. Also, it was found that cover page designs of news magazines extensively influenced readers; it attracts readership, influences purchase as well as enhanced retention of customers.

Senam *et al* (2015), in their study, examined aesthetic attitude and newspaper selection among Nigerian academics. The main thrusts of the study were to ascertain whether or not aesthetics is a basic factor in newspaper selection by academics in South-South Nigeria and the application method of some aesthetic elements by selected newspapers in Nigeria. The study relied on two research techniques - content analysis and opinion survey. Questionnaire was used as the instrument for the survey with purposive sampling technique used in selecting 381 respondents from the 32 institutions of higher learning in the six states of the South-South Geopolitical Zone of Nigeria. Analysis was carried out on six national newspapers, using certain newspaper aesthetic categories which included: balance, contrast, dynamics, focus, unity and proportion. The study findings reveal that most academics in South-South Nigeria are acquainted with the basic elements and principles of newspaper aesthetics as well as the aesthetic contents and the use of modern newspaper production.

In another study, Ezegwu *et al* (2016), researched on the use of aesthetics in select print advertisement. The aim of the study was to find out the extent to which the select print used aesthetics, to identify the aesthetics elements in the select print, and to ascertain the significance of aesthetics in the select print. The study used content analysis of four (4) purposively selected advertisements from four national newspapers – *Daily Sun*, *Vanguard*, *Thisday*, and *The Guardian* Newspapers. Analysis was based on descriptive analytical approach. Findings from the study revealed that the select print, except one, made use of aesthetic elements extensively in their advertisements with aesthetic elements such as typeface and size, photographs and illustrations, white space, contrast and colour. These elements are very necessary in print advertising because they help to enhance the products beauty, taste and provoke aesthetic experience. Also, they are good marketing tools for the promotion of goods and services which can persuade potential customers and maintain loyal customers to patronise a particular product.

Aesthetics in all areas of human endeavour point to one angle which is beauty and its usefulness to people who come in contact with visual work. Different elements can be used in achieving aesthetics in visual communication, particularly in newspapers such as lines, shapes and colour as well as illustrations (infographics) etc.

### Theoretical Application

This study is based on Formalism theory of aesthetics and Hedonistic theory. Formalism theory of aesthetics is concerned with the form of a particular visual work. It is a major theory of art as represented by Kant and Bell (1881–1964). The term deals with the organisation of art work to obtain a sensuous medium or surface. The arrangement of every work of art is based on form which must be guided and supported by the formalism theory. *Tate.org (2017)*, explains that:

Formalism in the study of art is based solely in an analysis of its form. The way it is made and what it looks like. Formalism describes the critical position that the most important aspect of a work of art is its form. The way it is made and its purely visual aspects – rather than its narrative context or its relationship to the visible world (para. 1-2).

Formalism in aesthetics deals with ‘formal’ properties that can be directly or indirectly accessible in a work of art. The watchword of formalism as upheld by formalist is believed to be “art for art’s sake, not for life sake.”

In the context of page designing in newspaper, formalism theory looks at the way a newspaper is arranged to achieve beauty; ranging from the use of the formal features such as the basic elements of a newspaper, elements and principles of design, language usage and others. Thus, the appreciation and criticising of a newspaper is based on recognising these formal features and understanding them.

On the other hand, Hedonistic or Pleasure Theory holds that the beautiful is that “thing” which gives a unique pleasure or interest or satisfaction. The word “hedone” in Greek means “pleasure.” Pleasure theory further holds that the immediate pleasure ones derived from perceiving an object determines the aesthetic value of the object (Egbucha and Oduah, 2014). Also, Etuk, as cited in Johnson (2004, p. 61) explains thus:

The pleasure theory of aesthetics or aesthetical hedonism says that the immediate pleasure we derive from perceiving any object; the amount of pleasure derived indicating positive value, while the amount of pain or unpleasantness indicates negative value.

This means that the value of art is to satisfy the sense organs, particularly the eyes, which is the medium of assessing the aesthetic appearance of a visual work, particularly a newspaper.

### Research Design and Methodology

The design used in this research was content analysis. This design was used to the categorized the contents of the newspaper, coding and assignment of message unit to each category. The population of this study included all editions of the *Nigeria Chronicle* both weekly and weekend editions from January 8, 2016 to December 23, 2016 which amounted to 48 editions. These editions were chosen because of availability. There was no sampling; since the population was small, the researcher decided to study all the publications. The units of analysis for this work were: headlines, texts, photos, and cutlines. The contents were categorised in different orders, ranging from their frequency in presentation format which had column width, colours, and position, to among special effects which had tinted, regular shapes, irregular shapes, and none.

The coding of the frequent application of aesthetics elements in newspaper into categories was done using two coders. The first coder was the primary coder/researcher and a second coder was a research assistant. Coding was done independently using the different content categories already structured as contained in the coding sheets. The occurrence of elements agreement was used to obtain inter-coder reliability since it was limited to nominal coding with only two coders with the same number of coding units as contained in the coding sheet.

### Data Analysis

The presentation and analysis of the data gathered was done using tables, indicating occurrence of items and accompanied with detailed explanations about the data to answer the research questions. The data collected from the *Nigerian Chronicle* are analysed showing the frequency of each item with explanations and are presented in the tables below:

**Table 1: Column width of newspaper elements applied in the *Nigerian Chronicle***

Elements	Column Used
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	Weekly Editions	Weekend Editions
Headlines	3	3
Texts	1	1 <sup>1/2</sup>
Photos	3	3
Cutlines	3	3

Source: *The Nigerian Chronicle Library, 2023*

Data from Table 1 above show the frequent application of three columns both in weekly and weekend editions for headlines was to announce every story in the newspaper to readers. The one-column used for texts in weekly editions made the page layout a six-column newspaper, while the one and a half column width (about 2.3”) used for texts in the weekend editions made the page layout a four-column newspaper. Photographs in both weekly and weekend editions used three columns frequently to complement news stories, while cutlines both in weekly and weekend editions used three columns to explain photographs clearly.

**Table 2: Position of newspaper elements applied in the *Nigerian Chronicle* based on the 48 editions**

Elements	Positions
Headlines	Horizontal
Texts	Vertical
Photos	Horizontal
Cutlines	Horizontal

Source: *The Nigerian Chronicle Library, 2023*

From Table 2 above, it can be seen that headlines are frequently positioned horizontally in the *Nigerian Chronicle*, texts are vertically positioned frequently, photos are frequently positioned horizontally, while cutlines are frequently positioned horizontally. Thus, the horizontal position for headlines, photos and cutlines were used to structure these elements properly in the eyes of readers and to make the pages unique, while the vertical position used for texts enabled the flow of texts properly for easy readability.

**Table 3: Emphasis applied on newspaper elements in the *Nigerian Chronicle***

Elements	Emphasis
Headlines	Irregular shapes
Texts	Regular shapes (Square and rectangle)
Photos	Irregular shapes
Cutlines	None

Source: *The Nigerian Chronicle Library, 2023*

Table 3 above reveals that emphasis on headlines were made with irregular shapes, texts emphases were made with regular shapes (square and rectangle); which can be easily identified, photos do not use irregular shapes, while cutlines do not use emphasis.

Thus, headlines were not given regular shape during emphasis. Rather, column widths of headlines were increased to create emphasis, especially in front covers. Emphasis on text was done using mainly regular shapes such as rectangle and square. This is seen in quote of the day box. Also, emphasis on photos was done using other forms such as the increase in column width and arrangement among other photos, especially in the photo pages. In terms of cutlines, there was no emphasis. But they only explained actions in the photos.

**Table 4: Coloured pages with one or more elements in the *Nigerian Chronicle***

Elements	Colour Pages		
	Front page	Inside Page	Back Page
Headlines	48	133	48

Texts			
Photos			
Cutlines			

Source: *The Nigerian Chronicle Library, 2023*

From Table 4 above, it indicates pages with colours that contain one or more newspaper elements in the *Nigerian Chronicle*. All the editions' front pages were designed with colours which totaled 48 pages, inside pages which had frequently 19 pages for weekly edition and frequently 15 pages for weekend edition had a total of 133 coloured pages, while all the editions' back pages were designed with colours which totaled 48 pages. Thus, the *Nigerian Chronicle* did apply colours in all its front and back pages which enhanced the beauty of other elements in the newspaper. However, colours were rarely used in the inside pages. This means most inside pages had monochrome pages.

### Discussion of Findings

The purpose of this study was to analyse the application of aesthetics in visual communication, particularly in newspapers, using page design in the *Nigerian Chronicle*. Findings from this research work are discussed below, using the research questions formulated for this study.

From the study, it was found that the *Nigerian Chronicle* applies aesthetics in its page design. All the pages contain almost all the elements and principles of design, in both weekly and weekend editions. Table 4 reveals pages that are aesthetically designed with colours. All the front and back pages considered during the research covered period were (48 editions), and were fully decorated with aesthetical colours, including some inside pages.

Table 1 and Table 2 revealed the page structure used in the *Nigerian Chronicle* - the column and position of newspaper elements often used. The weekly editions frequently used six columns while the weekend editions used four columns. Also, Table 3 as shown that regular shapes (rectangle and square) is used to create emphasis on text, while photos and headlines do not use regular shapes. Rather, emphasis is done either by expanding the font size or column width. Table 4 reveals that the *Nigerian Chronicle* applied fully aesthetical colours in all its front and back pages, as well as in some inside pages that has prominent stories, personalities and advertisements.

The above-mentioned structuring, positioning and application of colour were the form of the *Nigerian Chronicle* page designing. This is in line with the Formalism Theory used in this study which emphasis on the formal quantities, the arrangement of the elements of art using the principles of art. Also, the theory holds that the most important aspect of a work of art is its form (Tate, 2017).

In Table 4, the front and back pages of the 48 editions considered which amounted to 96 pages were designed with full colour, while only 133 inside pages were designed with full colour. This is against the frequent page numbers for weekly editions which had 19 pages and weekend editions which had 15 pages.

Thus, pages with spot colour were more than pages with full colours in the *Nigerian Chronicle*. Most people were satisfied with the colour pages of a newspaper. The overall design of the front and back pages with full colour were often attract readers. The inside pages often sustain readership and create satisfaction because it contained various contents. However, full colour tends to promote beauty and satisfaction. This is in line with the Pleasure Theory used in this study which maintains that beauty is that which gives human a distinctive sort of pleasure or satisfaction and the immediate pleasure one derived from perceiving an object determines the aesthetic value of the object (Egbucha & Oduah, 2014).

### Summary and Conclusion

The study was conducted to analyse the application of aesthetics in visual communication: a study of page designing in the *Nigerian Chronicle*. The study had three objective and three research questions framed in line with the study objectives. The study was based on theories Formalism Theory and Hedonistic or Pleasure Theory. Data collected for this study was done through content analysis drawn from the *Nigerian Chronicle* and the researcher considered a total of 48 editions. The study focused on the *Nigerian Chronicle* and Calabar Municipality in Cross River State where the newspaper is located. However, from the study, it was discovered that aesthetics is very pertinent in visual communication, especially in a newspaper. Based on this, the *Nigerian Chronicle* did apply aesthetics to its page design. The front and back pages of the newspaper are usually designed with good aesthetical colours, and other elements and principles of design, while the inside pages are seldom design with colours except pages which had prominent stories, personalities and advertisements. Also, the absence of full colour in most of the inside pages was one of the causes of lapses in page designing of the *Nigerian Chronicle*.

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