

## Artificial Lighting and Environmental Preference as a Result of Visual Mystery and Complexity

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### Abstract

This study investigated the impact of artificial lighting design on visual preference in an interior setting and was based on theories from social and environmental psychology as well as research on lighting design. A virtual environment was created for the experimental setting and various lighting solutions were simulated while holding other interior variables constant. Thirty color images were produced to serve as testing stimuli. Subjects were asked to rank the images using a Q-sort along one of four dimensions: Preference, Complexity Mystery, or Image. Using analysis of Q-sorting by means, correlation, multiple comparison, and analysis of covariance, the results summarized that subjects preferred an interior with direct illumination from the ceiling and direct spotlighting, while environments with indirect spotlights and radiant forest lighting were less preferred. Preference was related to complexity and mystery. Unlike complexity, however, mystery was found to be a negative predictor of preference for lighting design. Results parallel earlier theories of visual preference and artificial lighting design. Findings strongly suggest additional research to investigate the impact of illumination on different types of interior environments, along different dimensions, and in different cultures.

### Keywords

interior design, environmental design, artificial lighting, visual preference, complexity, mystery

## A study on the Theme Park Design Referring to Aspects of Narrative

**Focused on Classification of Narrative Types and Identification of Narrative Experience Structure in Theme Park**

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### Abstract

Theme park could be understood as a composition of 'theme' and 'park'. This structure is based on a narrative: one of the humanities. The objective of the study was to confirm the narrative structure of theme park, then establish frameworks for theme park design on the basis of Narratology and Semiologie. Theme park could be analyzed to the story and the discourse from a narratological perspective, and these two elements are separated by parole and langue from a semiological perspective. Among these 4-elements, the 'Langue of Story' can be understood as the major factor to evoke 'nostalgia', and the 'Langue of Discourse' was also 'deviation' on the experience in theme park. Two frameworks were established as a design methodology. The first framework shows that the structure of narrative elements in theme park was linked to design process and the real theme park types. The second framework explained how visitors experienced the theme park narrative. Finally, empirical case study indicated that competence of narrative structure in theme park and elaborate expressions of elements were the most important factor for repeat to visitation. These findings indicated that theme park narrative is the basic aspect of theme park and could be achieved by design.

### Keywords

Theme Park, Narrative structure, Experience, Nostalgia, Deviation