

A Study of Cultural Icons in Relation to Product Design

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Abstract

The aim of this report is to identify the influence of cultural characteristics on user operational cognition. To achieve a fitting operational interface by using the influence of cultural icon cognition on design, an examination into the potential of (Taiwanese) cultural characteristics on design has been undertaken.

The result of this study will give support to both designers and users to understand:

1. Blind spots during the operation of technological products.
2. Cultural icons as a strong visual stimulation to provide users with more information during the cognitive process.
3. Cultural icons that play a vital role in "Product Differentiation Strategies" as opposed to fashion icons.

It is hoped that the outcome/s of this study can enrich the understanding of the relationships and interaction between users and the products they use in order to provide designers with useful references, in terms of appropriate operations, to increase the international completeness of differing cultures in the design industry.

Keywords

cultural icon, operational cognition

A Study on the Formalistic Aesthetics of Roger Fry

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Abstract

This thesis will be based upon research concerning the formalistic aesthetics of Roger Fry(1866-1934). He was an English theorist, critic and painter. The aim of this research is to analyze Roger Fry's Form Concept. Therefore, many books were referred to containing the theories of Roger Fry, interpreted by other writers. Fry, having arrived at the idea of form as the single, essential element in works of visual art, after twenty-five years as a critic, was mainly concerned with specifying the nature of form in objective terms. It should be noted that Fry's aesthetic vision inevitably subordinates design; the all-important element is form. I find that "the emotional element of design" as termed by Fry, is precisely the formal elements we encounter in the contemporary analysis of form, line, mass, light and shade, color and the disposition of planes. Also, I know that Sir Herbert Read has found Fry's conception of art to be excessively materialistic as it is based on the requirement of plastic form.

Keywords

Roger Fry, Clive Bell, Form, Significant Form, Plasticity, Formalistic Aesthetics, Herbert Read