

## A study on interpretation to design as spectrum effect

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### Abstract

Nowadays, business environment is changing rapidly, comprehensively, and radically. In various causes of change, customers' changing value and expectation to product and firm is remarkable in customer oriented market. So recently, many leading researches assert changing business environment and necessity of new marketing methods.

Therefore, in this study, we reinterpreted design as spectrum effect. In many ways of adjusting under changing business circumstances, to interpret functions of product as spectrum effect would be meaningful.

In this study, we reviewed firm's concept design, product and perception as components of spectrum effect. Finally, in spectrum effect, product as a result of design would not be a mere commodity or a mere component of management. It would be expected that spectrum effect could be criteria for good design.

### Keywords

Design, Spectrum effect, Perception, Consumer Satisfaction,

## Significance of the Architectonic Language of the Indian (Hindu) Temple in Basic Design Education in Asia

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### Abstract

The "Basic Design" course from 'Vorlehre' (foundation programme) at the Bauhaus has been the basis for design curricula in art and design schools in many Asian countries. This course imparts important training in design fundamentals to students in art and design preparatory programs. The course equips students with the syntax for understanding the visual language of form, thereby enabling them to explore their own forms using this linguistic structure.

In the process of instituting the Basic Design course in foundation programmes in Asian art and design schools, little has been done to situate the courseware in the Asian cultural context. Although Asian cultures have, over centuries, developed a broad spectrum of design sources, educators have often failed to draw upon them in the blueprint for their course curricula. One such highly evolved source is the design of the Hindu Temple. Can local storehouses of knowledge, such as the Hindu Temple, become a basis to further students' contextual understanding of 'Basic Design'? Can it provide a means to extend the formal vocabulary to better situate design education in Asian culture? After an overview of the thinking behind Bauhaus' Basic Design course, this paper outlines the possibilities for incorporating local design sources into the visual vocabulary of Basic Design curricula in Asian schools of art and design. It further builds on the connection between formal principles governing the composition of Hindu Temple form and its indoctrination into Basic Design education in Asia. The principles underlying the temple form are elaborated with reference to different models of study of the Hindu Temple. The paper concludes by outlining the merits of drawing on these principles in Basic Design education in the context of Asia.

### Keywords

Basic Design, Asian context, Bauhaus, Hindu temple, Formal language