

제품디자인에 있어 전형성과 심미성요소(균형, 리듬)의 상호작용과
조절변수에 의한 사용자의 심미적 반응에 관한 연구

홍정표, 조경숙

전북대학교 산업디자인과, 디자인제조공학과

Consumer's Aesthetic Response, Mediating and
Interactive Effects of Typicality and Form
Aesthetics in Product Design

Hong Jung-pyo, Cho Kyoung-sook

Dept. of Industrial Design, Dept. of Manufacturing Chonbuk National Univ.

Abstract

Recently, design has emerged as a key factor of successful product development. This study reviewed the elements of shape with a view point of addressing and defining the elements of aesthetics and how they influence consumer aesthetic response. Though past researches related to shape aesthetics reported that shape aesthetics exist as a single element with other sub-elements, this research made further investigations into shape aesthetics and reported that form aesthetics in product design can be broadly divided into form aesthetics and content aesthetics. Empirical studies on each category was undertaken and from the results obtained, it was concluded that typicality is a dominant element in content aesthetics while balance are a dominant element in form aesthetics. Also, the study investigated the effect of conditional variables such as price and people on each category and it was observed that both content and form aesthetics elements are affected by conditional variables such as price, people. Furthermore, the study reports that both content and form aesthetics elements are mutually correlated and both categories affect user's aesthetics response. It is intended that the results obtained from this work will contribute to theoretical knowledge of aesthetic elements and can be put to use by product design and manufacturing companies.

Keyword : Balance, Rhythm, Aesthetics, Conditional Variables, Involvement