

H: Aesthetics



“Between two products equal in price, function and quality, the better looking one will outsell the other”

Raymond Loewy, industrial designer
(1893-1986)



Learning outcomes:

By the end of this unit you should have developed a knowledge of:

- Develop a critical awareness of designed objects/products in terms such as colour, form, shape, taste, texture and surface finish
- Consider the way aesthetic aspects influence appearance, contrast, composition, harmony/disharmony

What does it mean?



- Derived from Greek
- Perception of beauty
- All five senses = aesthetic experience
- Not just how something looks
- But appearance is important

The Elements and Principles of Design

- Line
- Shape
- Size
- Texture
- Colour
- Form
- Balance
- Proportion
- Symmetry

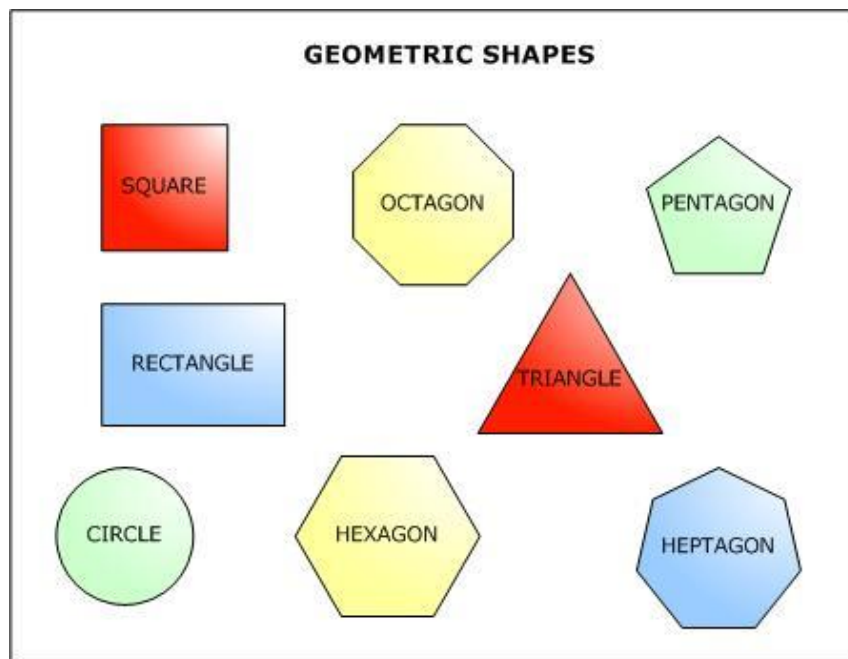
Line

- Marks made with a pen
- Where two shapes meet



Shape

- Geometric or organic

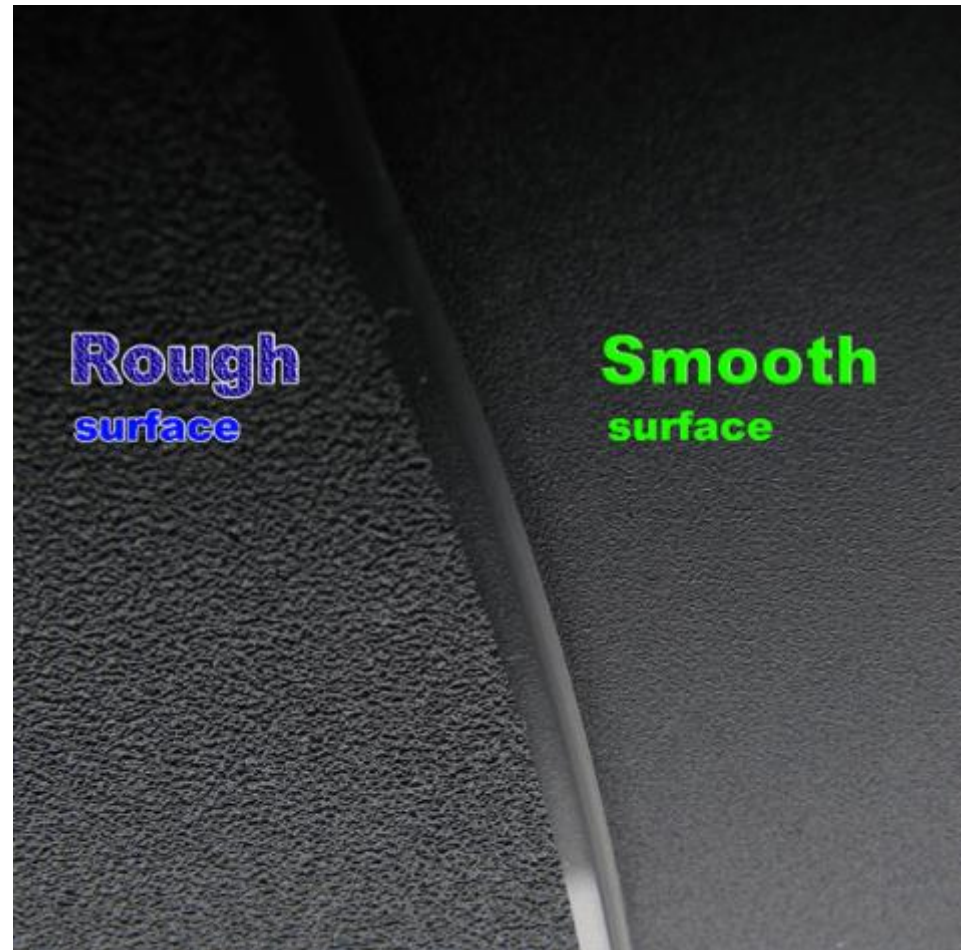


Size



Texture

- Surface quality
- Can be physical or visual



Colour

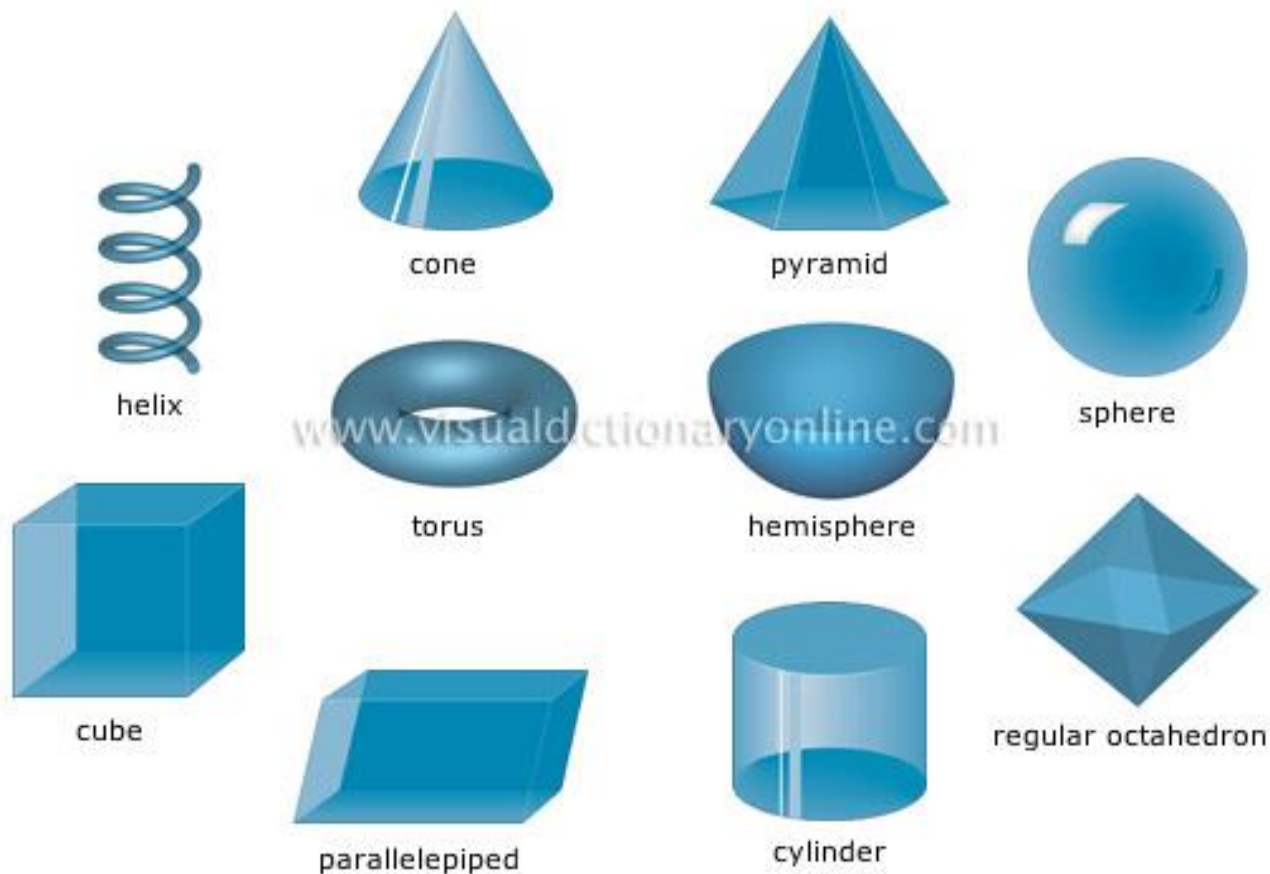
- Can sway thinking
- Change actions
- Cause reactions



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| Red is the colour of fire and suggests and represents things such as strength, love, danger, evil and disaster . | Yellow reminds us of the sun and in some religions its known as life and truth. It's a highly stimulating colour. | Orange is commonly associated with warmth and cheerfulness, sunsets and the autumn. It is a very intense colour. | Green is a symbolic symbol of a natural world. it is used to indicate first aid and safety. | Pink Is soft, healthy, childlike and feminine. It can represent gratitude and sympathy. |
| Blue is the colour of the sky and the sea. it often implies things like truth, peace, wisdom and loyalty. They are calming colours. | Purples are very rich colours suggesting wealth and royalty and also indicate knowledge and old age. | Black is traditionally the colour of death and mourning witches are black. Black and grey clothes suggest uniformity. | White is the colour of snow and the moon. It represents purity and innocence and is used for weddings. It suggests cleanliness. | Grey Is very business like, cold and distinctive. Can represent humility and neutrality. |

Form

- Three dimensional shape



Balance

- Leaves viewer feeling 'visually comfortable'
- Unbalanced creates a sense of visual stress



Proportion

- One part in relation to another



Symmetry

- Generally, symmetry is pleasing to the eye
- Asymmetrical shapes are also pleasing as long as balance and proportion are used



Fashion

- A general term for a currently popular style or practice, especially in clothing, foot wear or accessories.
- Can apply to product design.
- Emerges from society, not one single person

