

Design as a Communicative Process

There are various factors which results in approaching a product or in contrast, avoiding a product by consumers but the majority of consumer's response depends on his /her perception of the product. Which apparent factors are effectual in an approach response to the product? Why do consumers have various and sometimes contradictory responses to a single product? In the present article, first we will define the definition of perception and the perceptual process. Then, we will discuss the communication process and we will briefly debate on the extended framework for design as a process of communication. (Crilly, 2004) In other words, if we consider product perception process by the consumer as a communication process, how is it established? Which factors affect the quality of consumer's response? In the proposed model, consumer response to product's visual form and the cognitive response to design will be discussed. Also, the factors which can affect the ways in which a message will be decoded, will be mentioned.

Keywords

Communicative Process, Aesthetics, Product Design, Perception, User Behavior

Abstract

Translation

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Light Designing For Children with Fear of the Dark

Nyctophobia is a kind of phobia that is quite natural. Nyctophobia, in the absence of treatment, will lead to mental health problems and consequently influence the quality of life, especially at the old age. This type of fear is one of the most common types of fear among children of 7 to 12. A lot of research has been done in this area and valid scientific psychological results have been obtained. Various products have been designed to reduce the fear of children of this age. In the current study, after reviewing the articles related to the lighting design for children with Nyctophobia, and investigating the psychological studies on children with this phobia, we try to present the criteria for lighting design to be helpful in reducing and even eliminating this fear. In future researches, we can use the results of this study to improve the lighting design for this problem in order to reduce the effects of Nyctophobia in both childhood and adulthood.

Keywords

Nyctophobia, Fear of Darkness, Light, Color of Light, Child, Sleep Disorders

Abstract

Review
Paper

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A Study on the Creation of Sustainable Organizational Value through Semiotics in the Luxury Brands

Today Luxury has become a strategy for selling and marketing products. Considering that the observations show that luxury brands do not always set the final price considering the cost of construction and pricing of competitors, so how does it create value and has it good sales with high prices? Sometimes the value of the client's vision and the organization is different with each other. In terms of organization sustainable value can be lower than materials and resources, and more profitability. The purpose of this study is to identify the strategies with semiotics for creating sustainable value by organizations. Therefore, using the Ferdinand de Saussure-Pierce semiotic model, some of the products designed by Porsche Design Company, as a case study, received a descriptive analytical report through observation and comparison. The findings showed that the value creation can't be simply due to the quality of parts and facilities. The result of the main factor of the behavior and performance of certain products that have a significant impact on the environment and humans is the result of using some of the meanings assigned to the product or brand. The luxury brands are also as follows. Luxury brands purely does not create value through quality, rather it seems that the value that it creates is a sustainable value through the semiotic system, which according to appropriate choice of the target group based on the basis of sociology analysis.

Keywords

Luxury Products, Semiotic Vision, Sustainable Design, Value Creation, Porsche Design Company

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Abstract

Research
Paper

Interaction and Experience in a Dynamic and Flexible Learning Environment; An Inevitable Necessity for the Evolution of Education

Education can be regarded as the key point of all positive changes in a society. The rate at which changes happening in the world, has created a major shift in the ways the concept of education is being looked at, even affecting the philosophy of education in universities: the views are focused on aggregating the effects and efficiency of educational tools, as well as reducing all sorts of inefficiencies in the educational processes. In Iran's educational systems however, these changes are happening at an astonishingly sluggish rate as the institutional resistances for change is extraordinary high! Industrial design discipline is also no exempt. This research seeks to identify: 1. the common traits of the global developments in education; and 2. the hidden insights of Iran's traditional methods of teaching, so as to propose a localized method for answering the needs for our higher education institutions, using a variety of techniques including service design, interaction design, and user experience design. This is to safeguard the dynamism of the learning environment and ultimately, delivering the flexibility in learning for a young generation whose interpersonal and virtual interactions are the main sources for understanding the world.

Abstract

Promotional
Paper

Keywords

Educational Technology (EdTech), Service Design, Interaction Design, User Experience Design

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An Introduction to Positive Design

This paper tries to focus on the importance of emotion and its role in the life and happiness of individuals by examining the "positive design". Happiness is something that everyone wants to achieve. Many realize this in terms of wealth and product purchasing, while authentic happiness is created by the person himself. After fully understanding the user, designers can design the right way for the user to achieve happiness. This happens both through products and services. Yet, many scientists and researchers have come up with ideas about emotion, happiness, flourishing and well-being. All these studies prove the importance of this subject. This paper aims to introduce some of these ideas and wants to familiarize designers with the framework of this approach to make products more enriched. It is necessary to point out that although we, as industrial designers, have the task of designing products for eliminating troubles, but with a deeper look at the users' needs, we can design a positive emotion for users through products, in addition to fulfilling their needs and help them to flourish

Keywords

Emotion, Flourishing, Happiness, Positive Design, Well-being

Abstract

Promotional
Paper

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Literature Review: The Challenges and Approaches

One of the major challenges that some inexperienced postgraduate students encounter during their thesis journey, is the lack of appropriate knowledge, strategies and tactics needed to tackle the task of writing a good Literature Review (LR) or background chapter. That, respectively, will result in unsatisfactory outcome for the completion of their degrees. Subsequently, their contribution, despite the efforts they put in, will not be recognized by qualified peers in the field. This paper provides required trainings for early-career researchers and PG students to familiarize themselves with the basic challenges of and strategies for writing a good literature review chapter or a review paper.

Keywords

Literature Review, Academic Writing, Plagiarism, Referencing, IRS, Historiographic Paper

Abstract

Promotional
Paper

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