

Meaning of Furniture

Edward Lucie-Smith was born in 1933 in Kingston, Jamaica. He has finished his educations in England and from then on he has worked as photographer, writer, poet, art critic, historian and curator. He has known as the most prolific writer on the art in England. This article is a translation of the first chapter of his book; Furniture, A Concise History. In this book he takes a panoramic look at furniture history and explains the relations of society and furniture. He describes four approaches to furniture; the first is function, the second is furniture as an indicator of social status, the third is the technological aspects, and the last is the way furniture is used to make a personal and subjective statement to the individual who chooses to live with it. The book published in 1979 and reviewed in 1933, therefore this part of the book does not cover the later topics .

rahim.aghareb@gmail.com

Abstract

Translation

Industrial Design. MA / Amirmahdi Seifi

Industrial Design. MA / Behrouz Pourkhorshidi

Artificial intelligence & Industrial Design

This article examines artificial intelligence and its effects on industrial design. In today's world, artificial intelligence plays an important role in developments, and given the widespread changes in recent scientific and products developments, there is a need to become more familiar with the industrial design community. This article focuses on the Literature review on the impact of this technology on various design fields. The results indicate a better understanding of users with the help of this science that improves the level of project management and design process. The topic of personalization of various digital and industrial products is important and is followed in the design; artificial intelligence has helped this and has led to positive developments in terms of user-centricity and personalization of appliances. The results also point to the positive impact of this science on reducing human error and managing energy and energy resources to protect the environment, which are followed in industrial design. Threats to this science for humans are also mentioned in the article, the most important of which is the complete replacement of systems with human resources and data gathering and analysis of users, which can be exploited. In an era where attention is paid to good user experience and convenience, focusing on the benefits of this science will result in the correct motion in a new direction where industrial design is located. Using the features mentioned above, designers gain a better understanding of needs and create more efficient products that will help the industry grow.

Keywords

Artificial intelligence, machine learning, product design, benefits and threats of artificial intelligence

amirmahdiseifi7394@gmail.com

Abstract

Promotional
Paper

Customization & User Behavior

Product customization approach is one of the strategies which many companies deploy to increase user satisfaction. Customization allows each user to change the products according to their needs and demands. In order to enjoy products or services via customization, one must make multiple choices that illustrate the importance of how the customization process must work. It should be acknowledged that customization might not always lead to the illustrated goal. Recognizing user behaviors is one of the most important criteria for customization success and little attention has been paid to it. In this article, Culture, identity, user knowledge, user's understanding of customization & customer customization sensitivity are considered as some of the factors which fall within the scope of user behavior. The purpose of this study is to provide a brief overview of user behavior and its impact on product customization. This study concludes that companies can implement better strategies according to their target group by a better understanding of user behavior.

Keywords

Customization, User behavior, Customer customization sensitivity

saba.beizaei@gmail.com

Abstract

Review
Paper

Industrial Design student, University of Art, Tehran

Mahdieh Javan Hagh parast

Instructor, Industrial Design, University of Art, Tehran

Mehdi Asl Fallah

Design of sunglasses based on seven feminine Archetypes

Human personality is one of the determinants of individuals' decision making patterns. Up to now, several personality-based theories have been published by psychologists, and one of them is Jung's theory of mythical archetypes, which illustrates the extent to which each archetype has penetrated within each individual and believes they are patterns of people, behaviors, or personalities. In this regard, the aim of this study is to use this theory as a basis for formative ideas and creativity and to diversify design solutions. With this in mind, as personal products are more reflective based on individuals interests, so, the sunglasses were chosen as the case study in design process. In order to achieve this goal, participatory design and active co-creation, crowd-sourcing, simulations, questionnaires and interviewing tools have been used; Also, in order to achieving the results tailored to the tastes of various personality Archetypes, the target groups have been involved in almost all stages of the research process. The results of the study showed that "Archetype-based Product Design", the name chosen by the authors for this approach in design, as an interdisciplinary approach, can be used as a facilitating approach for diversifying ideas and design processes. The results, show that participants don't choose designs just based on their dominant Archetype and their decision making process may vary in Different buying conditions and incentives. Therefore, "Archetype-based Product Design" could be used by designers as an idea diversifying tool in concept generation phase and not a precise predictor of the participants' product choices.

Keywords

Jungian Psychology, Archetypes, Participatory Design, Archetype-based Product Design

mahdiehjavan.74@gmail.com

Abstract

Research
Paper

Research of Art. MA, Payame Noor University, Tehran

Anahita Samiei

Associate Professor, Payame Noor University, Tehran

Elias Saffaran

Retrieval of Motifs in Jewelry Design in Some Main Jewelry of Qajar and Pahlavi Period

Jewelry designing is a dynamic and creative process that in many cases requires inspiration and brainstorming. Recognition of inspirational designing sources such as nature, ancient pices, patterns and motifs, can guid designers to create some models that not only have originality and beauty, but also in line with the tastes of present's audience and ensure market success. One of the best sources of inspiration and ideas for Iranian designers and artists is the huge and outstanding treasure of luxury jewelry of Iran that has been kept in many museums and collections known around the world today. Rich art of various decorative motifs of plants, animals and geometric shapes. Iranians have long been familiar with the methods of melting and forming precious metals and cutting all kinds of gems, and had mastered these techniques, so there is a rich and precious background of the evolution of this art in our country.

In this research, while reviewing the history, materials and methods used in making jewelry in Iran, we have tried to studied some special ones from the jewelry index samples in the Qajar and Pahlavi periods that have been kept in "National Jewelry Museum" to be evaluated and extracted. The results has been categorized and presented in the form of tables and sketches.

Keywords

Motifs, Jewelry, Qajar, Pahlavi, Gemstone

anahita.samiei@gmail.com

Abstract

Research
Paper

Designing a toy to improve teaching and learning of gross motor skills in children of 3 to 6 years

One of the most important issues in the development of children is the development of gross and fine motor skills. Given that recent researches in Iran indicate that a significant percentage of children aged 3 to 6 years have impaired and delayed gross motor skills, finding ways to help these children seems to be essential. Therefore, the aim of this study is to design a toy to improve the teaching and learning of gross motor skills in children with developmental delay age 3 to 6 years. This study by purpose is practical and is based on a five-step process of action research. The required information was collected in a library and field study manner through observation, questionnaire and Denver II test application and statistical data were analyzed in a descriptive manner. At first, the research sample was evaluated for performing gross motor skills and the data of Denver II test were collected and recorded. The findings showed that a significant number of children of this age group, were not capable of performing the intended skills. After need assessment and idea development, the product was designed and prototyped and provided to 36 children with developmental delay to evaluate its effect on improving motor skills. The final results showed that the designed product plays an effective role in improving the gross motor skills of 3 to 6 years old children. This multi-functional toy can be used by children in homes, rehabilitation centers, kindergartens, educational centers and all indoor and outdoor spaces.

Keywords

Gross motor skills, Developmental delay children, Product design, Denver II test.

e.bagheri@semnan.ac.ir

Abstract

Research
Paper