A Study on How to Design a Simple but Beautiful Product Form :

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ABSTRACT

Current market is full of various kinds of product and environmental protection is getting more attention nowadays. If a product can be made beautiful but simple it may become more attractive and also be a contribution to environmental protection. With this in mind this research used chair as example and hoped to investigate how to design a beautiful but simple product form. The research started with collecting photos of chairs available on market, followed by a questionnaire survey to evaluate those chairs in the aspects of simplicity and beautifulness using semantic differential. Interval scale was then employed to evaluate the geometric features of each chair. A multiple regression analysis with geometric features as independent variables, simplicity and beautifulness as dependent variables separately, was used to find the contribution of each geometric feature to simplicity and beautifulness of chairs. The results show that the continuity of the geometric shape from top to bottom has the most influences on the beautifulness of the chair, followed by single-element chair back or multiple elements but well-integrated one, symmetry, and chair back with varying-curvature but continuously smooth surfaces. As for simplicity, chair surface with varying-curvature contributes most, followed by less ornamented, well balanced proportion, and less geometric varying chair legs. The aforementioned principles can be used as references for designing a beautiful but simple chair by considering their weightings. Key Words: chair, beautifulness, simplicity, form, multiple regression

Keywords : chair   beautifulness   simplicity   form   multiple regression

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