

# A study on the Aesthetic Function of Product Forms

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## ABSTRACT

The goal of product design is to fulfill the needs of human beings, not only the useful needs in the physical side, but also the appreciation of aesthetic forms. Especially, under the environment of high technology and high sensibility, with the approaching of standardization and mechanization, the need for sensible life is getting stronger. The products with high aesthetic functions will become the main trend, and it is the direction of the development in the future market. This study is focused on the aesthetic aspects of mentality to discuss about the problems of the form of a product. The main goals are: 1. to investigate the aesthetics factors on the form of products. 2. to examine cognitive elements which compose of good product form factors. Literature review and interview with design specialists are conducted. The main purpose is to discover the aesthetic factors affecting a product form. The final results show that (1) clear and clean, (2) structure completeness, (3) harmony color, and (4) sophistication and innovativeness are some important factors attribute to aesthetic form. Furthermore, people with art or design background are performing a better appreciation of aesthetic form.

Keywords : 造形 ; 產品設計 ; 審美機能

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