

The Study of Nonverbal Motion Elements and Human Perception

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ABSTRACT

Function and action elements are important for product identification. Acting element could inform characteristic and emotion of product. "Form, color, texture" were widely studied in the literature, on the other hand, aspects of motion and its dynamic characteristic study is very limited. Questionnaire is utilized to classify motion cognition toward consumer. The result is then applied in the product conceptual design. This major research steps and its results are presented respectively as follows: 1. Action parameters and the feeling: Angle of the motion is proportional to emotion strength. Therefore the emotion difference can be enhancing by changing motion parameters. 2. Action type and emotion feeling: Based on the action samples and questionnaires of this research; the emotion strength is increased as frequency of the action become higher. The detailed motion category is difficult to judge by action information itself. The stereotype and icon of the from inference the cognition of action. 3. Sound effect on element emotion feelings: The sound and music also play a role for emotion identification. If a proper sound is combined with the motion element, the accuracy will be significantly improved. Designer still need to make selection proper environment factor which suit to express the emotion of that product according to its design speculation. Motion element provides additional information beyond the style, color, texture, which is valuable for cognition and product creative design.

Keywords : Acting element ; Emotion feeling ; Product cognition

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