

# A Study of Product Form in Plastic Aesthetics—Digital Camera as Example

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## ABSTRACT

Form follows function is one of classic rule in history of design, while form and function are always considered as the design factor of one form with two aspects as well as a direction for the design thinking of causation. Form in essence is recognized by general people as figurative that is known together as product 's visible contour, but its implication is abstract aesthetics; however, function is explained as each effective when using products, all of which work to clarify the two 's relationship. As a consequence, form can not be decided on the design factor which is constructed on concept, but on the ideas what designers what to express while the ideas are added with factors of form beauty through the design to make products bring out their own expression. Consequently, the focal point what this study intends to explore lies in the thinking mode of design led by the inspiring developmental relationship by taking Product Form as example through form aesthetics. In design, there are a number evaluating methods aiming at form or product aesthetics, but most of them intend to evaluate and compare the outer appearance of specific products. Different types of products with differential meaning and complication, however, cannot put in the same category. If taking aesthetics of form as a basis subjectively, simple exploration conducted by analysis of Product Form shall benefit designers ' reference. Form is classified as functional form and decorative for, while the former means the one created from norms such as technical limitation, characteristics of materials and operating interface that meet requirements with the form itself endowed the functions; the latter signifies the meaning of spiritual aspects such as form, aesthetics to present products, symbol and sensibility developed from the norms such as psychological requirements, social cognition and cultural pulse and requirements. In response to the outer appearance of the products, this study takes on the analysis of the aesthetics of form by taking Product Form as example with the functional form and decorative form as the reference value in the study, so as to evaluate and analyze the relationship between form aesthetics and Product Form. The purpose of product design lies in satisfying human being 's living requirements, while the aesthetic function of psychological requirements is indispensable in addition to the practical function of physical requirements. Particularly, we are currently living in a hi-tech and highly sensible environment as well as facing an era of standardization and mechanization, human 's strong demands on sensate living have enabled consumers to put great emphasis on the aesthetics of products. Products with highly aesthetic form will turn into the mainstream of consumption as well as the developmental trend in the future market. This study seeks to explore into issues concerning form of products from views of aesthetic psychological function by standing on a stance of product design. In addition to discuss related literatures as the basic reference for theories and search for verification through the questionnaire, the focal point lies in understanding the configurative factors of products ' aesthetic form. The comprehensive induction through statistics and analysis finds that products with aesthetic Product Form are characterized with its conciseness, complete structure, harmonious colors, exquisiteness and novelty. It shows that there exists low and high level and specific factors.

Keywords : Plastic ; Aesthetics ; Product Form

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