

Designing Exterior Form of a Passenger Car with Aesthetic Tension

王重仁、楊閔洲

E-mail: 9608127@mail.dyu.edu.tw

ABSTRACT

Exterior form of passenger car is a very important factor for attracting consumers. Different images need to be created to meet expectation of various target groups. Normally adjectives are used to describe image of car styling while many designers tend to use "tension" to characterize certain features. To interpret the meaning of aesthetic tension in car design more precisely, this research tried to summarize related notions in literatures and conducted interview with experienced car designers to get their viewpoints. Based on aforementioned results, a passenger car exterior form was designed with intention to show aesthetic tension. Photos of new design, together with nine existing car models considered as possessing tension characteristics, were shown to ten subjects and asked them to mark five most attractive lines or portions of those models. The results were analyzed to see if they coincided with the aesthetic tension features, which designers intended to attract consumers.

Keywords : Car, Styling, Image, Aesthetic tension

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