



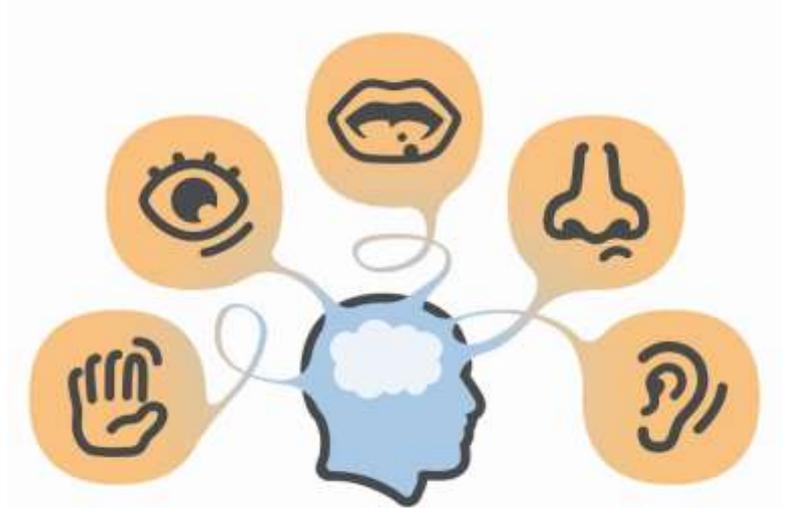
Design Factors

Aesthetics

Higher
Design & Manufacture

What is Aesthetics?

- Aesthetics is:
 - The human perception of beauty including:
 - *Sight*
 - *Smell*
 - *Sound*
 - *Touch*
 - *Taste*
 - *Movement*
 - It is more than just how things look



What is Aesthetics?

- *There are many different factors that influence aesthetics...*
 - *Line/Shape/Form*
 - *Colour*
 - *Size/Proportion*
 - *Contrast/Harmony*
 - *Fashion/Style*
 - *Materials*
 - *Texture*



What is Aesthetics?

- A product's aesthetics can alter the user's experience and perception of a product in several ways, some of which can be subconscious.
- Designers can use aesthetics to make products more:
 - *Attractive*
 - *Safer*
 - *Easier to use*
- Designers therefore need to have an understanding of:
 - *The elements that affect aesthetics*
 - *How to apply them*
 - *The impact they have on consumer perceptions*

How do People Develop Aesthetics?

- For example, a baby is a blank canvas as far as their preferences for aesthetics are concerned.
- As they grow, they naturally develop and find themselves drawn to things they find attractive and pleasing, such as they **look**, **smell**, **feel** or **sound** of, for example, a toy.
- These early aesthetic preferences are based on **emotional responses**.



How do People Develop Aesthetics?

- Our preferences for particular aesthetics allow us to communicate aspects of our:
 - **Identity**
 - **Style**
 - **Personality**
- These are rooted in our social and emotional needs.

How do People Develop Aesthetics?

- As people grow older, their experience of the world and the products around them gives them appreciation and understanding of design
- This matures as they begin to consider aesthetics on a deeper level.



How do People Develop Aesthetics?

- Aesthetics may influence perception of other aspects of the product such as:
 - *Does it appear to be easy to use?*
 - *Does it feel as though is it good quality?*
 - *Is it good value?*
 - *Does it appear to be safe?*



Application of Aesthetics in Design

- In today's global market, aesthetics can be used to distinguish products from others in the market.
- Changing aesthetic elements, like materials and texture, will impact other design factors and vice versa.



Application of Aesthetics in Design

- It is important the designer creates the correct aesthetic to appeal to the target market.
- They can check this by carrying out **market research**.
- To be effective, market research must address the appropriate **aesthetic elements**.

Example

- *Aesthetics has a big impact on how people perceive a product.*
- *For example...*
 - *The **form** of the Dyson makes it look well built and technologically advanced.*
 - *The **grey colour** makes it appear machine-like suggesting it will perform efficiently.*
 - *The **yellow contrasts** and draws attention to the key components of the product.*
 - *The **transparent material** surrounding the cyclone draws your focus to the central component.*
 - *The product looks **balanced** and poised suggesting it is easy to manoeuvre.*



Task 1

- *Most shoes and trainers share an identical function – to protect and support your feet.*
- *How is your buying decision influenced by aesthetics?*
 - *Write down the aesthetic factors you might consider*

Task 2

- Some terms used to describe aesthetics are given in the table.
- Copy this table down.
- Compare the impact of the aesthetics for the users in the two rooms below:

Visual	Sound	Tactile	Smell	Taste
Colour	Pitch	Texture	Strength	Texture
Shape/Form	Tone	Weight	Bitter	Bitter
Line	Volume	Comfort	Sweet	Sweet
Symmetry	Repetition	Temperature	Sour	Sour
Pattern	Quality	Form	Pleasantness	Pleasantness
Proportion		quality		Strength
Balance				
Materials				



Task 3

- Evaluating the aesthetic characteristics of products will develop your understanding of how design decisions alter the appearance and our perception of products
- Compare the aesthetic appeal of the Fiat 500s shown below.



- How have the aesthetics evolved over time?
- Use the table you have copied out to help you describe.
- Consider why both cars might be appealing today.
- Think about all aesthetic elements that are relevant.

Task 4

- Aesthetic Product Analysis
 1. Analyse the aesthetic characteristics of a product of your choice
 2. Use a series of quick annotated sketches to illustrate how the aesthetics of the product impact the following:
 - Function of the product
 - Ergonomics of the product

Task 5

- Any change we make to a design will alter the product's aesthetics in some way. Make changes to the toaster shown below that will:
 - a. Improve the function by making the toast easier to remove
 - b. Make it easier to clean
 - c. Make it easier to manufacture
 - d. Increase the stability of the product
 - e. Make it safer to use
- Use a separate sketch for each change.
- Annotate the sketches to explain the changes.

