A Study on Product of Mysterious Style

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Abstract:

In order to understand the products of high market share currently and their strength of mysterious feeling, this study tries to extract the “mysterious” elements from the mysterious feeling, apply them in design, present these elements in the style effectively, finally display the elements of mysterious style in product design. What driving roles do the information revealed by mysterious style products play? How do “coming from heart” feeling claimed by Mysticism touch people’s perception nerves? Therefore, this study intended to investigate how to extend mysterious style elements in product design through design by the means of research and analysis.

Key Word: Mysterious element, field survey research, theory of culture coding

1. Background

Tracing back to mysterious elements, there are elements involved with ancient Egyptian civilization, Hebrew civilization and Greek and Roman Mythology. From ancient time people was full of imagination and yearn toward the unknown and ambiguity of the cosmos. Emily, the Director of Fashion Snoops of Taiwan district has mentioned in “Deconstruct the Designing Code of Fashion” that it will be a dramatic season in the autumn and winter of 2007 and 2008. Emily shared some observing principles from the movies, for instance, the end of Harry Porter will appear in 2008. Its movie language displayed legend, mystery and “Pirates of the Caribbean” showed a pirate style. There are many elements in classic movies. When we observe the formation of the trend from large amount of data comparison, we will find that there are trends of mystery and drama and they will be one of the applied subject matters in each field.

In order to understand the products of high market share currently and their strength of mysterious feeling, this study tries to extract the “mysterious” elements from the mysterious feeling, apply them in design, present these elements in the style effectively, finally display the elements of mysterious style in product design. What driving roles do the information revealed by mysterious style products play? How do “coming from heart” feeling claimed by Mysticism touch people’s perception nerves? Therefore, this study intended to investigate how to extend mysterious style elements in product design through design by the means of research and analysis.

2. Literary Reviews

This study investigated the elements application of mysterious style products and the related factors of mysterious style products design affected by the element application. First we investigated the meaning of “Style Cognition” and the effects of its style vocabulary, next we investigated “Cognition and interpretation” applied in element extraction and semanticist. Hence the researcher divided the related research into (1) Cognition and construction of product style, (2) Investigating cognition and interpretation through humanities method.

2.1 Cognition and construction of product style

This study tried to investigate and infer future trends through studying style, to investigate how styles form and how they transform, at the same time tries to enhance product competitiveness via style and aesthetic feeling and finally turn them into selling points. In the vocabulary of design style, newest style vocabulary such as “healing style” and “visual style” are familiarized by most people. The product semanticist presented by it makes consumers associate and feel swiftly. Therefore this kind of product is more unique than similar product and which presents personal taste. Hence, if we can apply style well to use it as a presentation method, then the designed product will have more meaning and value.

2.2 Investigating cognition and interpretation through humanities method

“Interpretation” regarded by Dilthey (W. Dilthey, 1833-1911) is to cognize something as it is and to grasp its meaning. Understanding is to realize the product of human spirit, including the tangible and intangible, or people’s action. In the process, it takes sensation to obtain information. Mysterious feeling can be explained by the heart and it also can be understood by a higher level. Its validity depends upon human’s similarity and the construction of experiential cognition. Higher level of circulation is a repeated process, and by this inference the level of understanding will be deeper. And we use this methodology and viewpoint to apply in the semanticist and interpretation of extracting mysterious feeling, to examine and reduce the cognition fall, and we can obtain more precise key words and apply them.
3. Research Methods

This study used the theory of culture coding to conduct analysis and transformation, and used field survey research to investigate the subjects who were educated in design or who have done design jobs for more than 5 years. This study investigated the website of high market share currently, and analyzed the products and extracted the products which are associated with mysterious style. Than this study utilized KJ method and semantic differential technique to filter the key words of mysterious feeling and conducted principal component analysis. We used the first several variables of principal component analysis as the coordinated axis and drew the figure of cross positioning to help us in understanding the interrelation between each figure. Further we marked each cluster relationship and presented the link and message within it visually.

4. Result

We utilized KJ method to induce the keywords which were filtered by semantic differential technique from the questionnaire by abstract, spatial, behavior, noun, adjective and other categories to quantify the data and draw a figure to find out the figure which has higher level of association. And we can see the clustering phenomenon as figure 1.

![Figure 1: The cluster which has higher level of association after filtering](Source: This study)

Then each clustering was analyzed. Situation, interaction, and style were used to analyze the application of style elements in product. After analyzing the keywords of three axes, therefore it was transformed into a three-dimensional coordinate as figure 2.

![Figure 2: Three-dimensional coordinate](Source: This study)

5. Conclusion

From the keywords which was represented by these clusters, it was easy to find out that outlook and color determined the basic feeling and it was apparent that impression had a great influence. In “Design of Emotion” by Donald A. Norman, he mentioned that human is an animal of instinct and in the level of instinct the point of design lies in the outlook, touch and feeling of product, they are the first impression perceived by people. Besides, visual perception makes up 70% of human’s perception of feeling. As for a physiologically normal person, visual impression plays a major part, and this kind of physiological situation also apparently reflects in product design. At the same time, color plays a major part in outlook. Color creates a kind of atmosphere and represents a feeling. In this study, the investigation of “Mysterious style product” further proves this point.

“Vivid experiences” emphasized by the principle of Hermeneutics, the lasting of experiences, and non-objective concepts are all special analogies; however, they are indispensable in the process of understanding. Equally, “Mystery” this word cannot be described by a tangible form, it can only be described by many analogies and metaphors, for instance, monsters, mummy, ghost, and alien, regardless that they are borrowing from existing images. This sort has some degree of unknown part which makes people feel mysterious because they do not understand them. Or it is shaped by a situation, such as lighting and environment to simulate the mysterious atmosphere. The product itself does not have any image; however, the atmosphere enables people to feel the existence of mystery. Furthermore, in using behavior, through the interaction with product, users need to think about how to interact with product because they are not familiar with it or it is the purposeful arrangement of designer. Also this is to shape the mysterious feeling. Or in the process of using behavior, it is added into the feeling of “ritual”. It means that the way to use certain product is like conducting a ritual. As for this kind of ritual investigation, even putting pencil into pencil vase is likely to have some kind of ritual component. The transformation of mysterious element application makes product closer to consumers’ cognition of mysterious style product by the means of these presentations.

Following research will analyze the properties of observing value by cluster analysis. Further it will utilize these design elements to make product have more meaning and value of mysterious style. Finally it will be provided for future designers to refer to which enables them to develop design of mysterious style.

Reference


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