

Aesthetic characteristics

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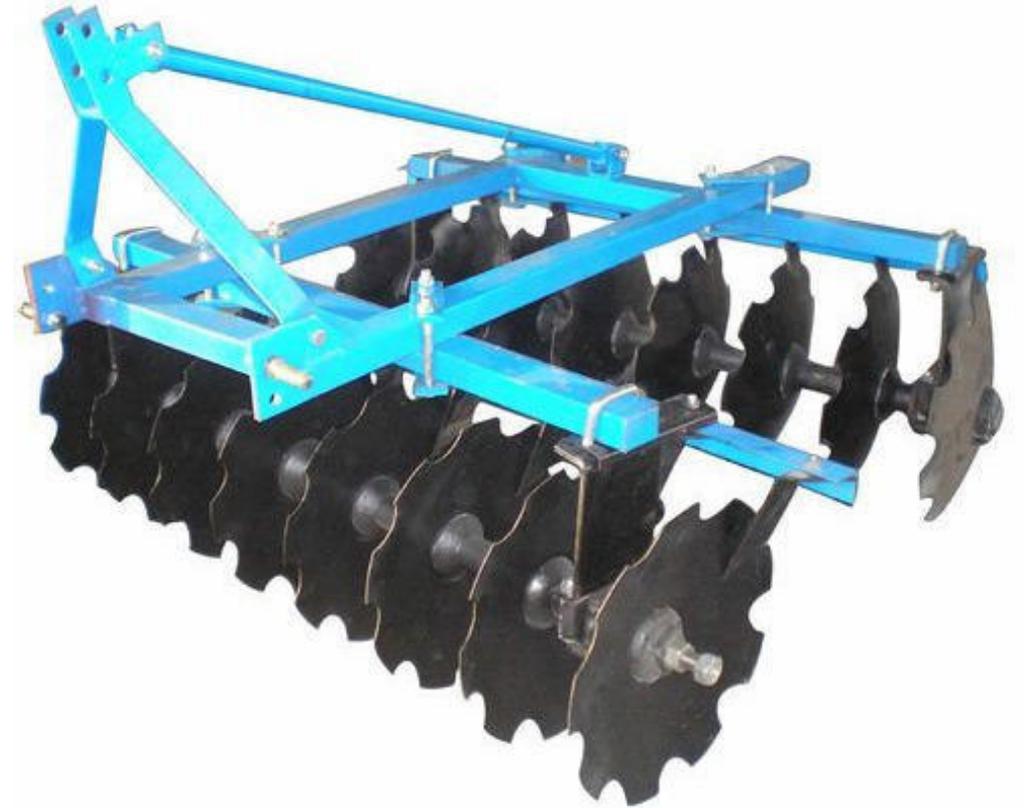
Product characteristics

3. Aesthetic aspects:

- Moulding the final shape around the basic skeleton is the main concern of Aesthetics aspect.
- There has been an increasing portrayal of aesthetics in design has been convinced by a study of the gradual reversal in shape of these objects.
- The ones who believe in functional shape argue that it is logical for compatibility of function with shape and should therefore be exploited, rather than covered up.
- In many designs, aesthetics is the governing factor and completely dominates it.

Product characteristics

3. Aesthetic aspects:



Aesthetics adds value

Product characteristics

3. Aesthetic aspects:

Some aesthetic design recommendations:

- For the parts of the housing or as additional decorations, use of special materials is advisable.
- Notable is the use of chromium strips, glass and fabrics, plastics, wood for the purpose.
- Use of colour, either colour catered by paints or natural colour of the material, plating's, spraying, or even flaming.

Product characteristics

3. Aesthetic aspects:

Some aesthetic design recommendations:

- Colour is supplemented by texture, either by appropriate treatment of the given surfaces or coatings.
- The production processes is affected due to the surface finish and requirements of brightness as determined by styling in the finishing stages.



**An Industrial design concept for farm machinery.
A typical red and yellow coloring is implemented**

Product characteristics

3. Aesthetic aspects:

Some aesthetic design recommendations:

- Similarity to familiar objects and shape denoted by outer contours.
- Use of line form breaking. Scaling the product, either to a small size or to a blown-up size (modelling).
- Packaging of small items, novelty and enticement of packaging are often conveyed in the mind of the customer.