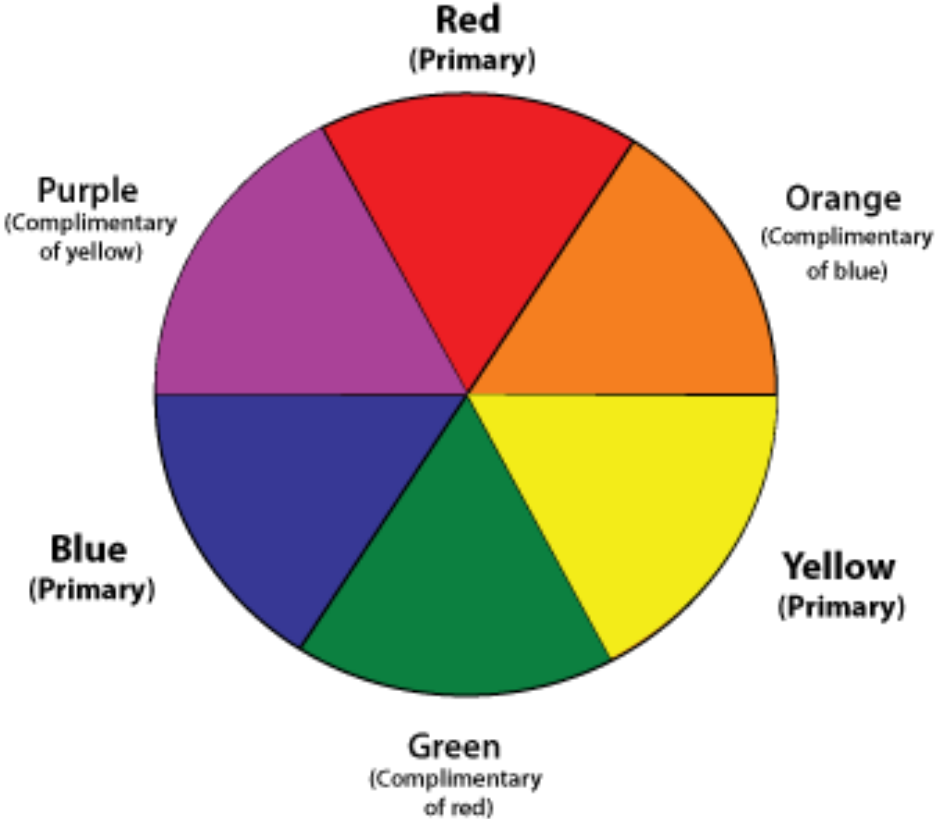


# Designing emotions

Michelangelo Guarise

# Colours



# Warm Colours



- Happiness, optimism and energy
- **Red:** passion and love / anger and danger
- **Orange:** vitality and happiness
- **Yellow:** hope, sunshine

# Warm Colours



# Cool colours

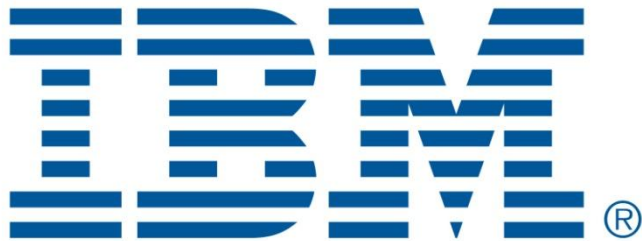


- Calm, tranquillity, sadness
- Health, beauty, or security
- **Green:** Health, wealth, security possibility
- **Blue:** Friendly, professionalism, calming
- **Purple:** Creativity, royalty, wealth

# Cool colours



# Cool colours



# Cool colours





# Using Colours

- Color is not completely agreed on universally and can appeal differently to individual countries.
- A designer **MUST** study their target audience and choose their colors accordingly.

# Shapes

- *“A good design attracts consumers to a product, communicates to them, and adds value to the product by increasing the quality of the usage experiences associated with it”*

*Bloch, P. H*

- *The manipulation of product shapes is an important way to communicate messages and elicit responses from consumers.*

# Emotional Factors

- Curve elements and smooth features:  
soft, feminine and emotional  
images
- straight line elements, sharp corners and flat  
surfaces:  
hard, masculine and rational images

	<b>Affective adjectives</b>	<b>potential influence factors</b> (shape features and shape manipulation methods)
Trend factor	avant-garde, innovative contemporary, dazzling, young, futuristic, excited	<u>with symbolic elements</u> , unlike <u>prototypical shape</u>
	conservative, imitative, traditional, ordinary, old, nostalgic, calm	<u>functional elements</u> , <u>prototypical shape</u>
Emotion factor	soft, feminine, emotional, cute	curve element, smooth features, organic surfaces
	hard, masculine, rational, not cute	straight line, sharp corner, flat surface
Complexity factor	simple	less elements, unified image, without decoration
	complex	more elements, compound image, with decoration
Potency factor	heavy, strong	more volume, stable elements
	light, weak	less volume, unstable elements

(Potential influence factors with bottom line represent abstract concept)

Kun-An Hsiao K.H., Chen L.L., Wang C.F, Tsang H.T.

# Shape and emotions





	soft, feminine, emotional, cute	hard, masculine, rational, not cute
<b>avant-garde, innovative contemporary, dazzling young, future, excited</b>		
<b>conservative, imitative traditional, ordinary old, nostalgic, calm</b>		

Figure 4. Cross comparison of product shapes and affective responses for factors T and E

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