

## THE NEW IMPLICATION OF ORNAMENT DESIGN

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### ABSTRACT

Ornament is one of the elements which have been taken into account within the field of products design. Deciphering effects from different ornaments will facilitate promoting the value and orientation of designed products.

Furthermore, the way to achieve the goal of effectively manipulating ornaments through specific principles to escalate the aesthetic perception of products is an important topic as well. However, as time keeps moving forward, the definition of ornament hasn't been modified at all. The aim of the present research is to redefine the implication of ornament design through the investigations from different users. The present research has been operated within two phases, which are interview and questionnaire respectively.

As the result, the dimensions of ornament could be extracted into five aspects: the specialty of aesthetics, the color of product patterns, the ratio of area, the material and the promotion of the sense of value. Ornament will also be able to offer users the visual joy of the gradation. Physical specialties, on the other hand, contain the color of product patterns, the ratio of area and the material, which illustrates that different particularity and orientation of products can be endowed with by making use of the design of physical specialties. After comparing with previous literatures, we have found out that "promotion of the sense of value" is a new dimension which is a new definition of ornament in modern days.

**Keywords:** *Ornament, Product design, Miyoku engineering.*

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## **1. BACKGROUND AND PURPOSE**

The glamour of ornament is that it is able to change objects without actually changing them. If we can figure out the effect when applying different ornaments in product design, we will be able to improve the value and the orientation of products. It is truly an important issue that we need to know how to efficiently applying ornament to embellish the beauty of products by firm principles. In previous literature, the definition of ornament is unitized. Traditional definition of ornament is that by using processing skills or adding extra objects, the beauty of original objects can be polished. This definition didn't originate from either design of visual stimulation factors. However, as time goes by, the definition of ornament still falls behind. The present research re-defines the meaning of ornament design. Through the present design:

- (1) The modern meaning of ornament has been re-defined
- (2) Factors of different dimension has been understood.

## **2. LITERATURE REVIEW**

### **2.1. Motivation and purpose of ornament**

Most art historians believe that the earliest human art activities were all related to ornament. In the study of art origins, so called "Theory of Decoration" considers that the origin of art has something to do with human nature of decoration. Decoration is one of human beings' basic desire, we have instincts to decorate our bodies, living places and things. (Song- long, Ling, 1987) People always say that being pretty is one of our natures, and human beings had already started to seek the sense of beauty in early original society. Beauty is produced and created by working. From the production of stone utensils, we can see that grinding stone utensils can not only polish and sharpen the cutting edge to fulfill practical needs, but also be able to seek the sense of beauty and the effects of decoration.

In the book "Feeling and Form" (Langer, Susanne K., 1991), it mentions that "the late scholar Albert Barnes had such points of view of pure patterns, he said, "the reason why beauty of ornament is so contagious might probably be that it can fulfill normal needs of our free and joyful perception activities, and our sensory organs need proper stimulation, ..., ornament can cater and fulfill organic functions to search needs of joy." Different ornament performance can stimulate and fulfill human beings' sensory organ of vision and obtain feelings of happiness."

In the aspect of visual art, making ornament into a form of figure or pattern can provide visual preceptors a visual sustaining approach and logic by a simple and pure form. The visual logic is not the conceptual one which constructs geometrical space relationship, but the one from human beings' natural visual logic which decides our ways of perceptions and degrees of joyfulness.

### **2.2. Miryoku engineering**

In relative researches of miryoku engineering, the EGM (Evaluation Grid Method) has provided a theoretical based approach to analyze miryoku factors of products. In order to

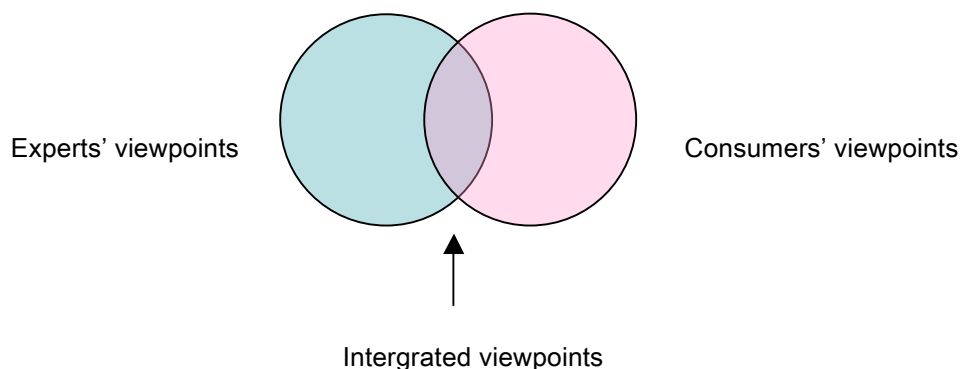
figure out consumers' perception of products miryoku, we provide stimulation according certain topics by deep interview. Through comparing testees' preferences and make them percept obvious perception differences, we will reach an end of decoding the original concept of provided topics from the testees. By guiding testees more accurately analyze their concepts and further transforming them into two categories which are concrete reasons and abstract feelings respectively, we will be able to sort out real thoughts form testees.

The present research will make good use of the advantages of miryoku engineering EGM which has been stated above to guide testees to express the feeling evaluation which might originally be difficult to describe concretely. Hopefully, the points of view of ornaments from the testees can be captured and the analyzing process can be facilitated as well.

### 3. RESEARCH METHOD

#### 3.1. Interview and categorization

First, testees were divided into two groups, which are trained art experts and untrained normal people respectively, to proceed with interviews. The purpose is to integrate testees' cognition of ornament to find out if there are overlapping viewpoints. Furthermore, ones who had similar contents in the interviews would be categorized into the same group. The purpose of doing this is so sort out the definition of ornament.



**Figure 1 :** Consumers' and experts' viewpoints

Testees: There are totally 20 testees. Among them, 11 are experts and 9 are normal consumers. In sex distribution, 5 are male and 15 are female. In aging distribution, testees are in the range of 21 to 36 years old.

##### 3.1.1 Categorization steps:

( 1 ) Collect questionnaires with similar contents and name the collection. The first categorization can be obtained by now.

( 2 ) Using paper clip sort out categorized sentences from step 1 and name the collection by sticking labels to explain the summary of this categorization. Scattered pictures can be ignored.

( 3 ) According to the KJ approach by Kawakita Jiro (1986), grouped sentences can be seen as a unit, and those units will be rearranged with scattered sentences. This process will be repeated until the number of category is more than one (or stopped when the categorization is no longer to proceed with).

( 4 ) The 75 sentences form the interview were divided into 14 categories which is illustrated as table 3-1 below:

specialty	diamond	function	pattern
effect	limited amount	Sense of value	embossment
square measure	attractiveness	color	maintainability
material	balance		

**Table 1:** Categories of ornament

### 3.2. Questionnaire

After categorizing the contents of the interviews form phase 1, we chose relatively more representative sentence as our questions and make them into a questionnaire. Within this phase, an Omni directional definition of modern ornament can be obtained by sorting out the results of questionnaires.

Aiming at the meaning of new ornament design, we put 21 questions in the questionnaire, and 86 questionnaires are effective. Among effective ones, 37 are from male and 49 are from female. Aging distribution is within the range of 31 to 35 years old. All have received college education.

## 4. RESULT AND ANALYSIS

The present research divided the questionnaires into 5 dimensions with factor analysis approach to discuss sharing important parts. According to the viewpoints of testees, we analyze and discuss the dimensions and factors of ornament by factor analysis approach. Through KMO test, the suitability is 0.857 which indicates that the relationship within variables are proper to proceed with factor analysis approach. After extract 5 factors from main components of ornament meanings, the explained variance has reached to 67.27%.

**Table 2:** Rotated component matrix (a)

	Component				
	1	2	3	4	5
Improve texture, beauty of appearance and looks	.785	.217	.145	.127	.131
Combination of ornament and function makes people feel special	.696	.217	.176	.291	.213
Delicate requirement is attracting.	.628	.443	.117	-.034	.205
Embellish the products.	.607	.242	.206	.334	-.037
Curved shape.	.099	.757	.061	.428	.064
Color changes.	.382	.748	.184	.013	.069
Beautiful patterns.	.317	.665	.180	.214	.256
Match with lively colors.	.460	.639	.160	.170	.070
Half square measure.	.026	.288	.817	.188	.031
Simple ornament.	.272	.131	.745	.120	.095
Certain blank.	.115	.233	.722	.124	.147
Extra attachments.	.204	-.336	.613	.221	.136
Last long without particular maintenance.	.030	.103	.161	.724	.015
Balance and propor.	.468	-.048	.282	.639	.040
Adorn details and combine different materials.	.233	.265	.081	.631	.331
Great tactile sense.	.110	.351	.181	.536	.356
Consistent processing approach.	.494	.242	.291	.512	.031
Attract attention.	.007	.128	.105	.244	.875
Upgrade products' value	.100	.062	.217	.093	.867
Limited quantity version. Used to show off.	.443	.077	-.038	-.080	.589

Extraction approach : major component analysis Rotation method : Varimax with Kaiser Normalization.

## 5. OUTCOME AND ANALYSIS

After component matrix was established, the result analysis had illustrated that we could divided ornament into 5 dimensions, which are the specialty of beauty, the color of pattern, the ratio of square measure, the materials, the improvement of sense of value. The definition of each are stated as following:

- (1) The specialty of beauty: When defining ornament, testees thought that ornament should be able to improve texture, the beauty of appearance and looks. The percentage of this dimension is 78.5%, and this indicates that well use of ornament should be able to embellish the products.
- (2) The color of pattern: For the products which decorated with patterns, most testees thought that the products have been increased interesting elements and different styles. For instance, curved lines can make products livelier. Patterns soften the product itself, and colors help the product find its orientation and give it some specialties of sensory organs.
- (3) The ratio of square measure: Within this dimension, testees thought that the application of decoration should not be more than half of the square measure of the product. If its decoration ration is more than half of the product, the decoration will be considered as part of the product itself but not decoration. Simple ornament is somehow higher in attention attracting which is also more welcome by most testees.
- (4) The materials: Most testees thought that it's important that even they don't spent time on maintaining the product, the effects can still be long lasting if applying different materials to decorate the product. Most testees prefer embellished details and improve tactile sense by using concave and protrudent materials.
- (5) The improvement of sense of value: Most testee thought that decorated products can improve their attractiveness. They also thought that ornament design with sense of beauty can escalate products' sense of value. In ornament design, a textured and novel design is perfect to show off to friends.

## 6. DISCUSSION AND CONCLUSION

The result has illustrated that ornament can be divided into 5 dimensions: the specialty of beauty, the color of pattern, the ratio of square measure, the materials, the improvement of sense of value. We can further group these 5 dimensions into 2 groups which are mental specialty and physical specialty. Mental specialty contains the specialty of beauty and the improvement of sense of value. This indicates that testees thought that ornament is equipped with the function to attract attention and improve products' sense of beauty and looks, and to offer people a visual enjoyment of layers. By the design of ornament, we can bring products refined tastes and beauty. Physical specialty includes the color of pattern, the ratio of square measure and the materials. This illustrates that the design application of physical specialty can give products different kinds of characteristics and orientations. After comparison of the present research and the previous literature, we have discovered that the improvement of sense of value is a new dimension which is a new meaning of modern ornament.

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