

## Automobile Design: Identification of effective visual elements of form



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### Abstract:

It is said that speech and visual communication are parallel and often interdependent means, by which human exchange of information takes place. Visual language communicates through visual elements. The elements of visual language include dot, line, plane etc. An image - for example a car - communicates an idea, helps people to visualize their thinking. The designer constructs visual units in the form of lines and transforms into meaningful shapes, structures or signs. Here, in this paper these considerations lead us to question, which element amongst the different visual elements existing on car design, can prove to be more vital or more effective in the communication of a car expression for the end user. How can these visual elements be identified? Further, are these visual parameters measurable?

The aim of this experiment is to seek possible explanation and identify the visual elements that is most suitable for transferring emotional value or establish emotional communication between the product and its user – in this case a car. It tries to highlight the visual elements that might be effective in car designing. The design of the experiment first involves generating a set of photographic images of car forms comprising the visual elements of car. Using this as the reference for enquiry, responses are sought from users regarding the visual form of the car. The researcher undertook a Sample Size of 65 subjects belonging to Iran, where 40 (61.5%) were men and 25 (38.5%) were women.

At the end the study, it has been examined from the deductions of the outcome of this experiment that the automobile form, comprising of all the visual elements and their attributes, form the most important parameter and the foundation for product communication.

### Keywords:

- **Product features,**
- **design expression,**
- **meaning,**
- **emotion**

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