



Module 11 : 'Functional & Non-functional Elements' in design

Lecture 29 : Introduction, 'Non-functional Element' in Design

The Lecture Contains:

-  Introduction
-  'Non-functional Element' in Design

 [Previous](#) [Next](#) 

Module 11 : 'Functional & Non-functional Elements' in design

Lecture 29 : Introduction, 'Non-functional Element' in Design

Introduction

The Industrial Design Education has primarily remained focused on formal training based on Functional Elements. Functional Elements lay the foundation for systematic training. However, the inquisitive mind always looks for much more than stereotyped learning process. Without having exposure to some challenging fields of no designer can conceive anything innovative. Based on the solid formal training students should be exposed to Non-functional Elements, which would give wide range of exposure in new areas. Non-functional Elements throw wide range of challenges. Innovation in design would depend upon such challenges and problem solving. Experiencing the emotion is not unknown to human being; however building emotional content in Industrial Design products would invite serious challenges.



Plate 1A Warmth of Sunset



1B Coolness of Blue

1C Combination of Warmth
& Cool

(Source: http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=5&gs_ri=psyab&cp=9&gs_id=11t&xhr=t&q=sunset+pictures&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.43287494,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=oRM4UabgBMOOrgf224GYDg#imgsrc=FEhDXvVsaU_KNM%3A%3Bq_Jta2c3PcdYM%3Bhttp%253A%252F%252F4.bp.blogspot.com%252F_1BZgZVknwU%252FTBzVldTkkPI%252FAAAAAAAAAAJs%252Ffw9gfgWUkbg%252Fs1600%252FSUNSET%252B%2811%29.jpg%3Bhttp%253A%252F%252Fnatureadore.blogspot.com%252Fp%252Fsunset.htm)

I%3B1600%3B1200 ; March 7, 2013)

◀ Previous Next ▶

Module 11 : 'Functional & Non-functional Elements' in design

Lecture 29 : Introduction, 'Non-functional Element' in Design

Every living being reacts under various conditions. Some of the reactions are positive and some are negative. No living being exists without feeling or emotion. Human being can display their feeling through various ways- laughing, crying, anguish, anger, displeasure, joy, ecstasy, etc. And the feelings are expressed through various body gestures. Human emotion and feeling are called non-functional elements in design. Worldwide today designers are attempting to understand the aspects of emotional components. Designers are trying to understand if such emotional elements are induced in product will it create better attachment? Why the old grand pa's easy chair has so much attachment even it is no longer perfect. How such emotional bonding prevails for years? Similarly, color is one of the most effective components that can be used in design for building emotional attachment with a product. The warmth of red color (plate 1A), coolness of hues of blues (plate 1B) and the combination of warmth and cool (plate 1C) are psychological rather than physical effect. We know that physically no color is hot or cold. It is more of psychological. Thus, human being is sensitive to emotions based on our sensations. We express our emotional feelings because of non-functional sensory.

(Read more: http://en.wikipedia.org/wiki/Color_psychology ; March 7, 2013)

'Non-functional Element' in Design

In most cases design explores various functional elements and principles related to form, shape, size, texture, color, line, etc. All these elements are part of design's formal structure. In reality no object (2D & 3D) can be visualized without the functional elements. However, important aspect of those in most cases remains untouched or addressed as- non-functional elements. Non-functional elements deal with human emotions. Human emotions evoke a sense of psychological attachment with objects. Various human emotions are based on human (living being experience) sensory. Such emotions are based on human instinct, such as- visual, tactile, auditory and olfactory and taste sensation. The five basic instincts are attached to human emotions (also other living beings). These instincts or sensory ignite human feelings based on various other environmental and societal factors. It is interesting that most of the above senses can technically be examined but it fails to establish a conclusive result when applied in design. The sensitivity of emotion depends on age, culture, tradition, sex, socio-anthropological, etc. and it cannot establish a standardized result. Hence, non-functional elements in design profession make it further more exciting, challenging and interdisciplinary field in nature.



Module 11 : 'Functional & Non-functional Elements' in design

Lecture 29 : Introduction, 'Non-functional Element' in Design



Plate 2A Visual Experience



2B Tactile Feeling



2C Listening Music

(Source: plate2A http://www.google.co.in/search?hl=en&q=visual+elements+of+design&bav=on.2,or_r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=jo4Uar6KYbNrQebiYHYAw#um=1&hl=en&tbm=isch&sa=1&q=visual+sensory+of+design&oq=visual+sensory+of+d esign&gs_l=img.12...41298.44000.0.46253.7.7.0.0.0.0.273.1370.0j5j2.7.0...0.0...1c.1.5.img.VA4vzITIVIQ&bav=on.2,or_r_gc.r_pw.r_qf.&bvm=bv.43287494,d.bmk&fp=1c82f30967b1c5cf&biw=1341&bih=604&imgrc=cLvlbKOi2SbDUM%3A%3BdE_WovoPICF5wM%3Bhttp%253A%252F%252Fwww.jtc.gov.sg%252FPu blications%252FNewsletter%252FPeriscope%252F2010_01%252Fimages%252Fseventh%252Fsmall_i mg1.jpg%3Bhttp%253A%252F%252Fwww.jtc.gov.sg%252FPublications%252FNewsletter%252FPerisc ope%252F2010_01%252Fsix.html%3B390%3B257 ; March 7, 2013

Plate 2B: http://www.google.co.in/search?hl=en&q=tactile+sensor&bav=on.2,or_r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=wUE4Udu1MMblRQeFjYHoDQ#um=1&hl=en&biw=1341&bih=604&tbm=isch&q=tactile+feeling&spell=1&sa=X&ei=20E4Uf7HKly3rAe8YCAA&ved=0CEoQvwUoAA&bav=on.2,or_r_gc.r_pw.r_qf.&bvm=bv.43287494,d.bmk&fp=1c82f30967b1c5cf&imgsrc=muRNW_By9bHTfM%3A%3BXQqu3ND9JXMHWM%3Bhttp%253A%252F%252Fwww.a4a.info%252Fviza%252Fimag%252FI%252Fv-018-03b.jpg%3Bhttp%253A%252F%252Fwww.a4a.info%252Fviz a%252Fhtml%252Fv-018-03.html%3B600%3B240 ; March 7, 2013

◀ Previous Next ▶

Module 11 : 'Functional & Non-functional Elements' in design

Lecture 29 : Introduction, 'Non-functional Element' in Design

Plate2C:http://www.google.co.in/search?hl=en&q=visual+elements+of+design&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=jo4Uar6KYbNrQebiYHYAw#um=1&hl=en&tbm=isch&sa=1&q=baby+listning+music&oq=baby+listning+music&gs_l=img.3...93053.102810.8.103594.21.20.1.0.0.0.183.2781.4j16.20.0...0.0...1c.1.5.img.0ORtWORPM7w&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.43287494,d.bmk&fp=1c82f30967b1c5cf&biw=1341&bih=604 ;March 7, 2013



Plate 2D: Fragrance of Flower



Plate 2E: Taste of Jeelabi

(Source:plate2D http://www.google.co.in/search?hl=en&q=visual+elements+of+design&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=jo4Uar6KYbNrQebiYHYAw#um=1&hl=en&tbm=isch&q=girl+smelling+flower&revid=445513924&sa=X&ei=FT84UeOQIMXYrQeE9oHIDA&ved=0CEkQgxY&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.43287494,d.bmk&fp=1c82f30967b1c5cf&biw=1341&bih=604&imgsrc=oo4_TfWYO_FSqM%3A%3B3pZcv2tSYQqJcM%3Bhttp%253A%252F%252Fwww.visualphotos.com%252Fphoto%252F2x4266073%252Fgirl_smelling_flower_FAN2045947.jpg%3Bhttp%253A%252F%252Fwww.visualphotos.com%252Fimage%252F2x4266073%252Fgirl_smelling_flower%3B650%3B453 ; March 7, 2013

◀ Previous Next ▶

Module 11 : 'Functional & Non-functional Elements' in design

Lecture 29 : Introduction, 'Non-functional Element' in Design

Plate 2E: http://www.google.co.in/search?hl=en&q=taste+of+india&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=c0l4UcTNCoaurAe77IGQAQ#um=1&hl=en&tbm=isch&sa=1&q=taste+of+indian+sweet&oq=taste+of+indian+sweet&gs_l=img.3...51503.55405.0.56477.7.7.0.0.0.0.160.1013.0j7.7.0...0.0...1c.1.5.img.nsOef0Yu4vo&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.43287494,d.bmk&fp=1c82f30967b1c5cf&biw=1341&bih=604&imgsrc=XhiQqsVqEswYFM%3A%3BE_ECXmuAfl66M%3Bhttp%253A%252F%252F2.bp.blogspot.com%252FcbHIPDrm108%252FTdUxocfq2LI%252FAAAAAAAB0A%252F86ZxgyVzJk%252Fs1600%252FJilebi%252B%25252528%252BJalebi%25252529.jpg%3Bhttp%253A%252F%252Ffoodandtaste.blogspot.com%252F2011%252F05%252Fjilebi-indian-sweet.html%3B1600%3B900 ; March 7, 2013)

The gorgeous color combination (plate 2A) in nature, the tactile quality of plants (plate 2B), absorbed in listening music (plate 2C), enjoying the fragrance of flower (plate 2D) and experiencing the sweet taste of Jeelabi (plate 2E) are experienced with the help of sensory organs that are built in living beings.

◀◀ Previous Next ▶▶