


The Lecture Contains:

 Nature and Emotion

 Functional Elements

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Nature and Emotion

Living beings including human beings are, subject to various emotional experiences. "Artists have reacted and experienced their feelings through various art forms and colours. The Blue and the Pink Period paintings of Picasso expressed such feelings. Jackson Pollock's paintings show the abstract expression of emotional content." Emotion is a fascinating experience that all the living beings experience through agony and ecstasy. Emotion relates to humor, agitation, romance, sadness, joy, ecstasy, agony, etc. Emotional experiences create bonding between two entities. It is perhaps the most challenging gray area to understand and analyze. It is almost impossible to generalize a product globally as per human emotion and its experience. Directly or indirectly vastly it is related to socio-cultural conditions.



Plate 3A Lightning on sea



3B Moonlight at Taj Mohal

3C Amaltas after the Spring
Season

(Source: 3A http://www.google.co.in/search?um=1&hl=en&biw=1341&bih=604&noj=1&tbm=isch&sa=1&q=lightning+in+the+night+pictures&oq=lightning+in+the+night+pictures&gs_l=img.12...61662.67628.0.70057.9.9.0.0.0.415.1939.4j0j2j2j1.9.0...0.0...1c.1.5.img.VFOtnPNSdok#imgsrc=tcbAVD5xqnibM%3A%3BQ_DAZbDWkTKjcm%3Bhttp%253A%252F%252Fak7.picdn.net%252Fshutterstock%252Fvideos%252F751282%252Fpreview%252Fstockfootagestarstwinthenightskyfirebugsflyinmeadows.jpg%3Bhttp%253A%252F%252Ffootage.shutterstock.com%252Fclip-42465-stock-footage-a-peek-into-the-night-life-of-lightning-bugs.html%3B400%3B224 ; March 7, 2013

Plate 3B: <http://famouscities.net/view-the-taj-mahal-by-moonlight-1-4/> ; March 7, 2013

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Plate3C: http://www.google.co.in/search?hl=en&biw=1341&bih=604&noj=1&q=amaltas%20flower%20in%20india&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=GFY4UcbyOY6SrgfhsoCQBQ#imgrc=TwPWvYM_UABKcM%3A%3B6CNhev9K64qcmM%3Bhttp%253A%252F%252Fwww.thelovelyplants.com%252Fwpcontent%252Fuploads%252F2010%252F08%252Flovelyyellowflowersofamaltas.jpg%3Bhttp%253A%252F%252Fwww.thelovelyplants.com%252Famaltas-the-golden-shower-tree%252F%3B640%3B480; March 7, 2013)

Nature also plays effective role in human mind and body. Seasonal changes, day or night conditions evoking and inspiring human being from the very early human history. Sun-set at the seaside, the reflection of early morning sunlight on a snow cap mountain, walking through the tropical mountain or the forest-fire seeing in the dark night, lightning, may create different emotion. Experiencing a strange feeling through the transparent glass wall of a freezing winter morning in Chicago, far away from home, creates nostalgic emotion that the author has never forgotten in his life. The lightning on the sea (plate 3A), Taj Mohal in full moonlight night or the bright golden yellow color in nature shows the warmth of Amaltas flower (plate 3C) just before the summer. Each time the season or different timing of the day or night it may evoke strong emotional experience. Cognition or perception and emotion are closely related. It is perhaps the most common human experience that man learns from the infant stage. Human being relates to sounds before even recognizing any form or shape. Smell and auditory senses are the most important organs that human being is associated from the early stage to use for their protection and safety. The sound of the footstep in dark, signals warning for taking defense, while burning smell warns of danger. Human instincts or senses are built to protect or experience the joy. Thus human instincts baked by auditory, visual, tactile, olfactory, and taste senses have equipped us to accommodate and appreciate the pleasure of life. The sensual experience of various conditions evokes positive or negative reactions. On the other hand the same senses enable us to confront the hostile environment. Safety and comfort are the two most essential elements in our living condition.

Until very recently design profession mostly depended on formal functional elements which are being verified through quantitative parameters. In most cases design explores various formal elements and principles that are related to functional elements such as- form, shape, size, texture, color, line, etc. In order to standardize any product functional elements are necessary. Therefore, all these elements are part of design's formal structure.

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However, in most cases the non-functional elements remain untouched or unaddressed since it is a complex area that cannot be quantified by one single parameter or a methodology. In the recent years the non-functional elements are being experimented in design. Non-functional elements deal with human emotions that evoke a sense of affection and attachment. Every living being in varying degrees has the sense of such emotion.

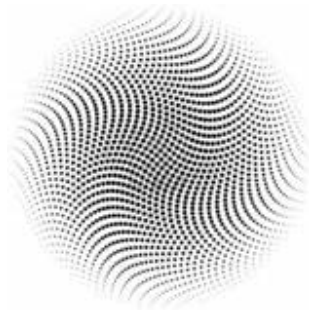
Functional Elements

Functional elements in design are point, line, form, shape and space, movement, color, pattern and texture which are being applied quite methodically in the field of design since the establishment of Bauhaus. These components are effectively applied and have created enough databases for the present day design professionals. Use of modern technology has made it easier for the application. Space, form, line, shape, size, position, texture and color play the major role in visual appeal. The quantification of the Formal Elements has helped products to standardize.

Dots & Points



Plate 4A Pixelated Image



4B Dots and dynamism



4C Astad Deboo's Choreography (diagonal line)

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(Source: 1A http://www.google.co.in/search?hl=en&biw=1341&bih=604&noj=1&q=Pixelated+computer+images&oq=Pixelated+computer+images&gs_l=serp.3...288539.312793.0.314681.25.25.0.0.0.0.581.40.53.3j20j1j5-1.25.0.les%3B..0.0...1c.1.5.serp.KfaGSkk2e2g ; March 7, 2013

1B http://www.google.co.in/search?hl=en&biw=1341&bih=604&noj=1&q=dots%20in%20design&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=LGy4UaqnCoXmrAef7YHYAg#imgrc=a7Sjrza6udxGfM%3A%3BizZ91toMEIE_vM%3Bhttp%253A%252F%252Fus.123rf.com%252F400wm%252F400%252F400%252Fenjoylife25%252Fenjoylife250709%252Fenjoylife25070900018%252F1583954-vector-half-tone-dots-for-backgrounds-and-design.jpg%3Bhttp%253A%252F%252Fwww.123rf.com%252Fphoto_1583954_vector-half-tone-dots-for-backgrounds-and-design.html%3B1200%3B1200 ; March 7, 2013

Plate 1C: <http://www.channel6.in/a-contemporary-nataraj/2012/02/07/> ; March 7, 2013)

Dots, pints and lines are the basic elements, which help us to visualize any image. Pixels and the points can create the desired effect (plate 4A). Each of the pixels joining together constitutes a body of mass. Dots can create dynamic composition (plate 4B) on a flat two dimensional surface plane. Dots and the points are the building blocks of all imagery experiences. The clarity or blurred effect of the image can be achieved by using points. The above choreography composition of Astad Deboo a renowned choreography dancer can be analyzed with the help of various parallel lines and diagonal planes. The composition (plate 4C) illustrates the use of diagonal lines suggest a feeling of movement or direction. Since objects in a diagonal position are unstable in relation to gravity, being neither vertical nor horizontal, they are either about to fall, or are already in motion, as is certainly the case for this group of dancers.

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