

## A Study on the Effect of a Training Program Development for Diffusion Expressive Power

DUK-KOO, KANG

*Division of Design, Gwang-ju university*

IN-CHUL, KIM

*Department of Industrial Design, Jeon-ju Technical College*

### Abstract

The diffusion expressive power means the flexibility of which creative power test spheres (fluency, originality) by Torrance are ability making the considerations, thoughts and concepts to the meaningful symbolic change. The creative diffusion expressive power ability is the element of point through each design process and is the important part of self evaluates measurement to designers. This study is willing to develop and improve program toward the diffusion expressive power and is to testify training effect of the students are majoring design with the object. The training programs composed of six levels, which are based on the theory of Eskild Tjalve. And the parameters of each level are element, function, number, arrangement, and form geometric, size and have to practice 2 weeks at once by 12 weeks. For successful measuring the effective results of this study, 40 students are grouped to testify them effectively composing with experimental group and regulated group. The standard type of creative paper is used to evaluate the results of student's training. This study give proof that creative power of the experimental pilot and under training group is higher than the regulated and under comparison group at in the conclusion.

### Keywords

DIFFUSION EXPRESSIVE POWER, CREATIVE TRAINING PROGRAM

## The Contradiction of Industrial Design Development in the Context of Chinese Culture

Chu, Hsu-Cheng

*Shih Chien University, Taipei*

### Abstract

Taiwan, China and Hong Kong have all acknowledged the importance of industrial design in their future economic development. All three regions, though in different stage of industrial design development, are trying to build up a characterized design style. To establish such an identifiable image needs not only a continuous effort in design education, design practice and design promotion, but also the awareness of culture difference between Chinese and western atmosphere in which industrial design originated.

The contradiction existing in the culture difference will strongly influence the development of industrial design, and sometimes even becomes obstacle in developing design style with cultural identity. The research mainly focuses on three points that reflect the difference most. These points include "conflict vs. harmony", "clearness vs. obscurity", and "form-based vs. mind-based". Through the research of these points, the research leads to a better understanding of the real problem in the development of industrial design: The context where designer and design organization exist will always force the development to be localized. In the end of localization, a hybrid design style is most likely to happen as a new design concept.

### Keywords

industrial design, Chinese culture