

## Image Database System based on Readers? Kansei Character

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### Abstract

This research is to proof the efficiency of Kansei characteristics to present a variety of image data as a portal to the contents. There is typical approach for spreading the image data in map style used calculated score with multi variable analysis that represents majority of panels. However, viewer might feel easier or familiar with the map that consists with the axis related to their proffered Kansei image scale.

In this research, we selected the target of image and products to tomb. There are many elements to determine the shape, style, material, decoration and size. Firstly, we studied the impression (= Kansei evaluation) to tomb. Then a number of typical characteristics were found which describe them in words. Then we studied the relationship with Kansei evaluation and customer?s profile. With an analysis of canonical correlation, there found nine relation sets between the balances of both characteristics. Then we could create 72 different maps. However, we are still unconscious that which is easier for the customer to see the well categorized map, that is preferred tombs are gathered at one area, or well spread. With the checking survey, we could make a well arranged portal to the image database according to the customer?s Kansei preference.

### Keywords

kansei, database, analysis

## Globalization of Korean cultural image- Visualization of intangible cultural inheritance.

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### Abstract

The settlement of Korean cultural image starts from exactly perceiving and systematically arranging intangible cultural asset. It means starting from aggressively making public them-it's a starting point of globalization. To make the image that the most local can be the most global, we have analyzed intangible cultural asset as taking it into consideration that the intangible cultural assets are the most representative Korean culture, search for individual image by the region so as to develop and promote the visualization of them that is original and indigenous, and seek out strategic globalization plans.

- \* Systematical arrangement of Korean cultural images focused on Intangible Cultural Asset
- \* Symbolization of Korean cultural images focused on Intangible Cultural Asset
- \* Forming up theoretical system of culture design and its scholastic contribution
- \* Practical use as a basic material for education after systematizing intangible cultural asset
- \* Strengthening national design competitiveness and presenting direction of design policy
- \* Contribution to build up national identity
- \* Rendering service to ultimate national image advertisement

### Keywords

intangible cultural inheritance, cultural image-visualization