Exploring the Relationship between the Style and Image and Goggles Feature
From the Style of Prototype

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Abstract

An aim of our experiment was to discover the factors affecting the style and image of product to improve product design and promote marketing. Firstly, through a questionnaire survey, the researcher examined the perception space of product. Then by using the systematic methods of factor analysis, multidimensional scaling analysis, and multiple regression analysis, we dissect the product's prototype; and derive the relationship of the morphological feature and adjective pairs. The results indicate that (i) the perception space of goggles is construed by element features, the arrangement of color and material, and users' affection, (ii) the affected factors of users' purchasing power include the stability, friendliness, and variability of product, and (iii) the influential factors to the morphological feature of goggles include the form of frame, the arrangement of colors, the transparency of material, the pattern of frame surface, the form of the cross-section of a top-view, the form of the bridge of nose, and the combination way of the bridge of nose. These findings can be further applied to assist product designers in controlling the accuracy of the style and image as well as to master fashion tendency accurately and effectively.

Keywords

Goggles, The style and image, Multidimensional Scaling, Multiple Regression Analysis

Visual Effects of Simple Animation.
A Study on the Semantic Classification of Simple Moving Pictures

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Abstract

A simple animation, the object of this study, is composed by 2, 3 or more picture elements.
Its objective is the creation of a moving effect in pictures.
The method for this moving effect is created from a group of serial images that when displayed continually and rapidly, results in a sense of movement.
A long time ago, simple animation was originally used as an optical toy, even before the invention of movies.
It had the same application of apparent movement.
Apparent movement is a visual development where static images have the illusion of movement.
Currently, the object of this study is largely presented in the Wet and in various other contents. It is also used in graphic user interface (GUI) and eye catches.
When observed from its function, simple animation and the optical toy are consisted of an equal principle.
The method of presentation of simple animation has a concise process. Even thought this process has low quantity of data, it can result in an effective visual communication.
This research classifies, according to semantics, optical toys as well as methods of presentation of simple animations. It also analyzes their visual effects.

Keywords

Simple animation, Optical toy, Moving picture, Visual effect