

When the West Meets the East

The Intercultural Communication Challenge for Graphic Design in a Global Context

Linda Fu

University of Canberra; PhD Candidate, RMIT University, Australia

Abstract

The objective of this paper is to shed some light on the study and practice of graphic design across cultural boundaries. In particular, it aims to raise awareness of the intercultural communication challenge for graphic design in a global context. This paper draws on the findings of the author's original research to illustrate the communicative nature of graphic design in an intercultural environment. Based on the categories of symbolic and iconic images, a selected range of the visual images of Western brands, such as logomarks, logotypes and advertising images, have been studied in an intercultural context using a semiotic approach.

The research indicates that the intended and perceived meanings of a branding image rarely match when there is a significant difference between the cultures in which the image is encoded and decoded. This research finds that, rather unexpectedly, symbolic images, acknowledged as arbitrary and culture-specific in nature, are more readily interpreted in a positive way and close to the intended meaning than are iconic images.

In the light of the research findings, the author stresses the importance of creating cultural compatibility for graphic design in a global context. This paper concludes that the challenge in communicating visually across cultural boundaries is to recognise cultural differences, and draw on cultural compatibility to generate shared meaning and avoid cultural clashes that cause negative interpretation.

Keywords

graphic design, visual message, intercultural communication, globalisation, culture, meaning.

Evaluating the Effect of Bicycle Components Dimension Design on Riding Motion during Cycling Situation by Abductory Induction Mechanism

Chih-Fu Wu

Department of Industrial Design, Tatung University, Taipei, Taiwan

Wu-Cheng Wu

Department of Industrial Design, Tatung University, Taipei, Taiwan

Abstract

There are three components, saddle, handlebar, and paddle, contacted with cyclist during riding bicycle. The comparative positions and dimensions among these bicycle components were determined by the geometry of bicycle frame. The objective of this study which applying Abductory Induction Mechanism (AIM) and cooperating with the self-designed bicycle simulator, was to establish a forecasting network model of the cycling posture with reference to the dimensions of the bicycle components and human scale. The instruments of the study experiments included the 3D Motion Analysis System (Qualysis), capturing the coordinate data of cycling motion and the self-designed bicycle simulator, providing numerous sets of bicycle geometry and simple adjustments for the subjects. The result revealed that the forecasting network model of cycling posture had both well anticipation on riding posture and great support on the bicycle components design. Furthermore, applying the forecasting network model, it is easy to obtain the appropriate dimensions of bicycle frame for individual.

Keywords

Bicycle, Saddle, Handlebar, Paddle, Riding Comfort, Abductory Induction Mechanism (AIM)