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Autore	Wang Ming-Feng
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Descrizione fisica	1 online resource (167 pages)
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Soggetti	Motion pictures Culture Technology Industrial design Management Industrial management Audio-Visual Culture Culture and Technology Industrial Design Innovation/Technology Management
Lingua di pubblicazione	Inglese
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Nota di contenuto	1 Introduction -- 2 Review of Culture and Design -- 3 Field Survey: The Taos and Maoris -- 4 New Design Model: Cultural Realism and Virtualism -- 5 Design Method -- 6 Design Development and Process -- 7 Product Display and Validation -- 8 Conclusions and Recommendations.
Sommario/riassunto	The book proposes a new Cultural Realism and Virtualism design model for cultural and creative products based on Laozi's philosophy and analysis of symbolism, metaphysics, three-layered culture, reverse-triangular cultural space and Zen aesthetics. It studies peoples that speak Austronesian languages and offers a detailed comparison of their homogeneous and heterogeneous cultures of color, clothing, housing, boats, birds, symbols, dance and ancestry, and provides insights into the cultural features of deconstruction and construction of color, style,

form, shape and function, to compose cultural and creative products using complex, variable, fuzzy evaluation; and structural variation and color evaluation methods. It then uses case studies to show that the products created with the new model not only fulfilled their purpose, but also successfully entered the markets. This book helps qualify decision-making processes, improve accuracy of design scheme evaluation and enhance efficiency in product development, and as such appeals to those in the cultural and creative industry, researchers, designers and those who are interested in product design.
