



Humidifier Redesign

Through the use of Gestalt and Metaphores

There is much to learn to create good designs. This humidifier was designed in consideration of user needs and assuring that the manufacturing and technology were sound yet missed the opportunity to apply theoretical knowledge of design to create something beautiful. Through a focus on gestalt theory and design metaphors this humidifier can be elegantly redesigned.

There is an innate beauty to the world that humans have tried to define for centuries. In the 1920's a group of German psychologists exploring visual perception developed gestalt theory in this search. Gestalt, meaning a unified whole, stipulated that the brain will simplify and perceive the whole before identifying individual parts. (Hampton-Smith, 2018)

In the previous design, symmetry was used in an attempt to tie together parts of the design. Similar angles were used to create a united look. This however could have been better executed. In the redesign, the goal will be to create a scene of a whole more united look.

Different elements of the humidifier will be represented by different parts of the scene. Similar objects such as the elements of the interface will be grouped together, as is stated by the laws of similarity and proximity. To continue, the symmetry will be preserved.

These useful literary devices help us understand each other by conveying the meaning of one idea in terms of another. Metaphors are significant in design as they can aptly communicate product use and emotional experiences. (Hekkert, Cila, 2015)

The old design attempted to use color and texture to represent nature as a metaphor. This was poorly executed, and the metaphor was lost. In the redesign, the salient properties of nature were considered in order to determine what elements should transfer. Communicating that this product "needs water to live" required the product name and element of the form be reconsidered to convey the proper elements of the metaphor more obviously.

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