

## 中文摘要

在實務設計工作中，設計師在進行構想發展時會蒐集具有共同風格、特徵或元素的圖片，製作成爲意象看板 (Image Board)。透過此看板，設計師可以表達出內心所欲求或是傳達客戶要求之特定意象。然而，由於設計師在轉換圖片意象成爲設計構想的活動是屬於人類大腦的運作，可能憑藉著個人的直覺、經驗、甚至喜好而進行。隨著設計經驗的累積，資深設計師往往更能夠掌握圖片中的元素，以作爲設計的發想資源。但是，對於資淺的設計師來說，在缺乏有效的方法模式協助下，往往無法快速、有效地產生構想。

因此，本研究藉由了解資深設計師如何於構想發展過程中，參考意象圖片來產出設計構想的情形，透過分析，將之發展爲一種可以依循的程序模式。我們相信，透過了解設計師運用意象圖片來輔助構想產出的過程，應當能夠提出一套運用意象圖片來產出設計構想的模式；同時也能使設計初學者及較資淺的設計師在執行設計時，更了解圖片所隱藏的資訊，進而能更有效率的利用圖片來輔助設計。

本研究一共進行了四位在業界工作之資深設計師的實驗。實驗設計裡，提供 3 個數位相機的基本型之實體模型以及 60 張運動意象圖片，供設計師參考並於繪製構想草圖時使用，並採用深入訪談的方式作紀錄。

根據研究結果，本研究提出了一套從意象圖片發展爲造形概念的模式。此模式中分成六種類型的轉化方式，分別爲型態類、色彩類、材質類、功能類、使用方式類以及情境類。同時本論文並提供了以上策略的運用方式，以供設計科系學生、設計師未來在進行產品設計的參考。

**關鍵詞：**意象圖片、造形要素、意象轉化、設計方法

## Abstract

Image board, a collage of photo-images, is used to represent designers' themes and communicate with clients. Moreover, designers also take these images as major reference during the product style concept development stage. However, the design activities that designers transform image into product concept depend on personal intuition, work experience, even personal habits. Junior designers usually can't quickly and effectively produce large amount of concepts, since lack of effective design method. The aim of this paper is to understand how senior industrial designers transform photo-image into development of idea sketches. Hence, junior designers can benefit from the knowledge and process model to improve their design skills.

To understand how images help industrial designers to develop product styling and characterize the way that industrial designers use image transformation method applying to product design processes, we conduct tape-record deep interviews with 6 senior industrial designers (work 3-5 years) and provide 60 sporty image photos and three basic physical models of digital cameras as references to guide them on developing ideas. We ask interviewees keep telling us about the reasons why they chose pictures and how they transform images to product concepts during the interviews.

This paper reports the preliminary results of six characterizations of image transformation processes, including form, operation, color, material use, mood and scenario, functionality, the location of lens and part. Additionally, we develop a systematic approach to show these practical design tactics for product design students and inexperienced designers as reference to help them transform photo-images into product style concept development.

***Key words: Photo-image, Product style, Image Transformation, Design Methodologys***