

Cultural-Creative Design with Language Figures of Speech

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Abstract : The commodity takes one kind of mark, the designer how to construction and interpretation the user how to use the process and effectively convey message in design education has always been an important issue. Cultural-creative design refers to signifying cultural heritage for product design. In terms of Peirce's Semiotic Triangle: signifying elements-object-interpretant, signifying elements are the outcomes of design, the object is cultural heritage, and the interpretant is the positioning and description of product design. How to elaborate the positioning, design, and development of a product is a narrative issue of the interpretant, and how to shape the signifying elements of a product by modifying and adapting styles is a rhetoric matter. This study investigated the rhetoric of elements signifying products to develop a rhetoric model with cultural style. Figures of speech are a rhetoric method in narrative. By adapting figures of speech to the interpretant, this study developed the rhetoric context of cultural context by narrative means. In this two-phase study, phase I defines figures of speech and phase II analyzes existing cultural-creative products in terms of figures of speech to develop a rhetoric of style model. We expect it can reference for the future development of Cultural-creative design.

Keywords : cultural-creative design, cultural-creative products, figures of speech, Peirce's semiotic triangle, rhetoric of style model

Conference Title : IC MELT 2016 : International Conference on Multilingual Education, Learning and Teaching

Conference Location : Amsterdam, Netherlands

Conference Dates : May 12-13, 2016