



Form



form follows function

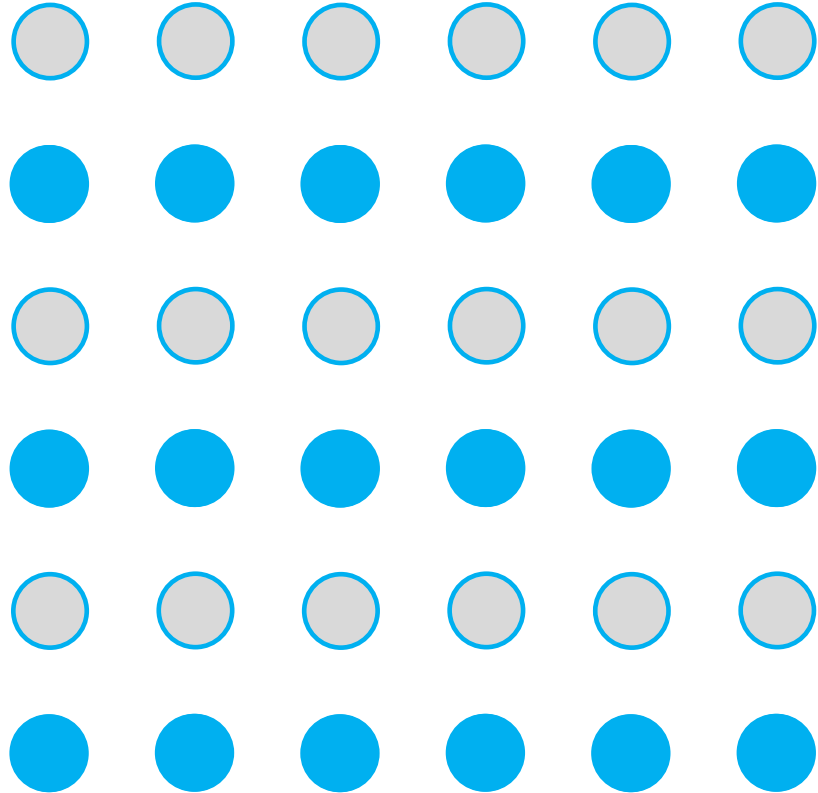
Louis Sullivan 1896

Image Source https://commons.wikimedia.org/wiki/File:Louis_Sullivan_-_Wainwright_Building,_Seventh_%2B_Chestnut_Streets,_Saint_Louis,_St._Louis_City_County,_MO.jpg by Paul Piaget

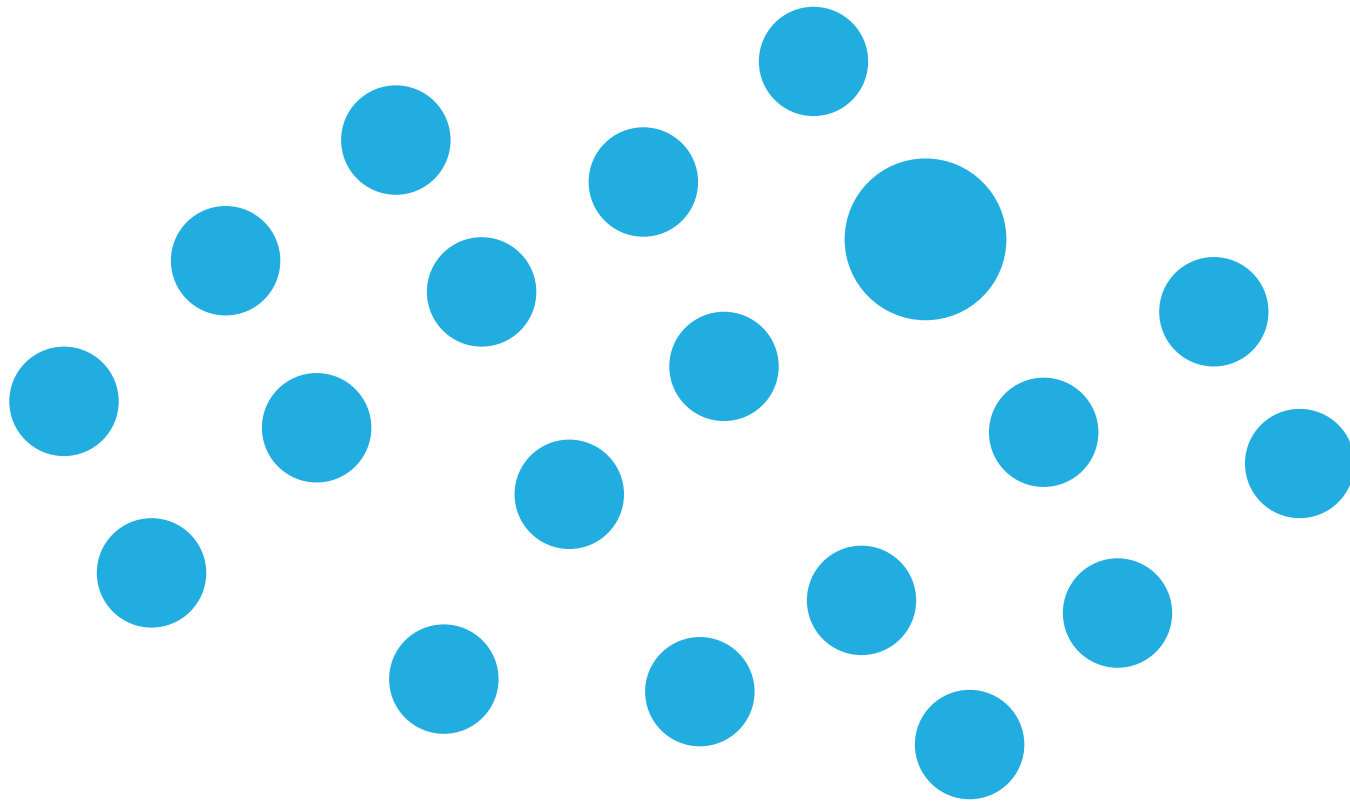
Learning Goals

- Form perception
- Understanding form
- Semiotics
- Ergonomics of form factors
- Form in UIs

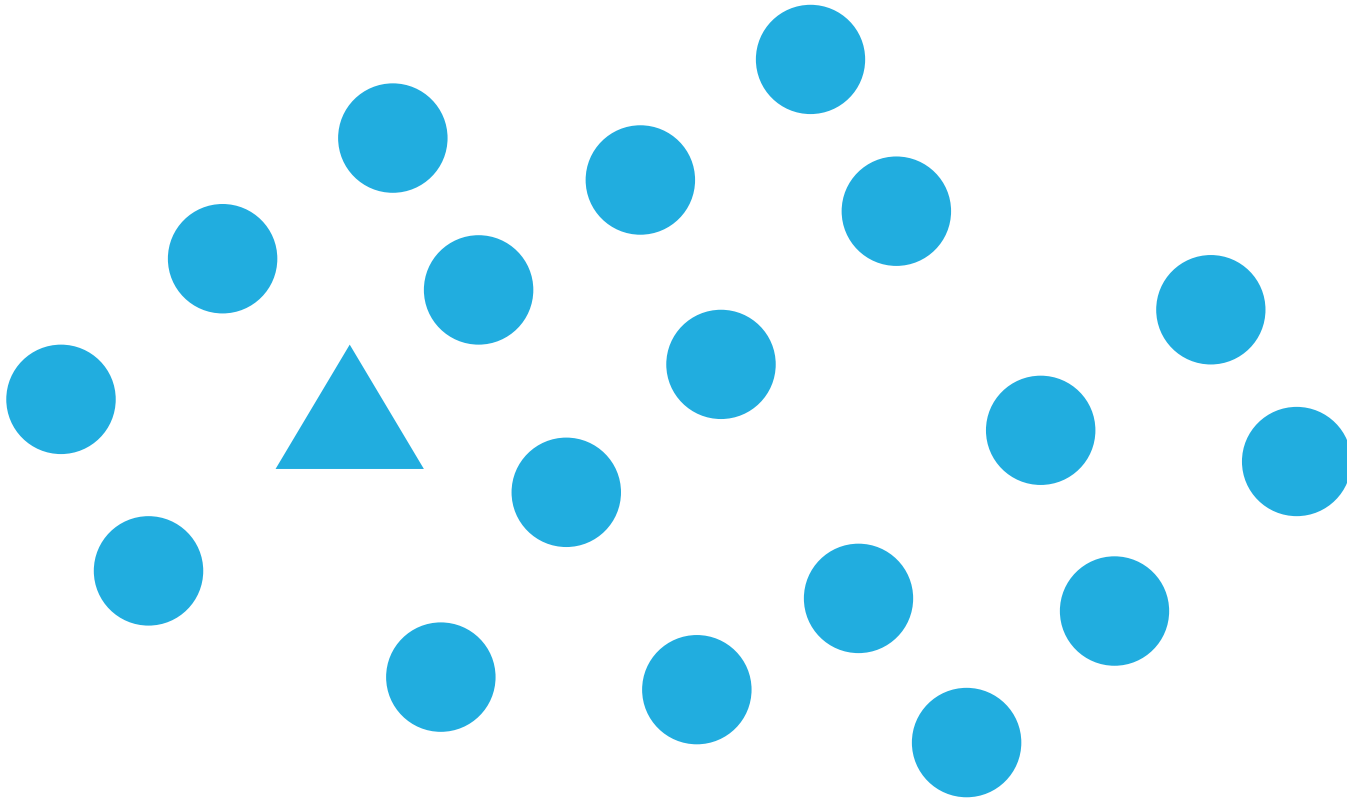
Remember: Gestalt Law Similarity



Perception

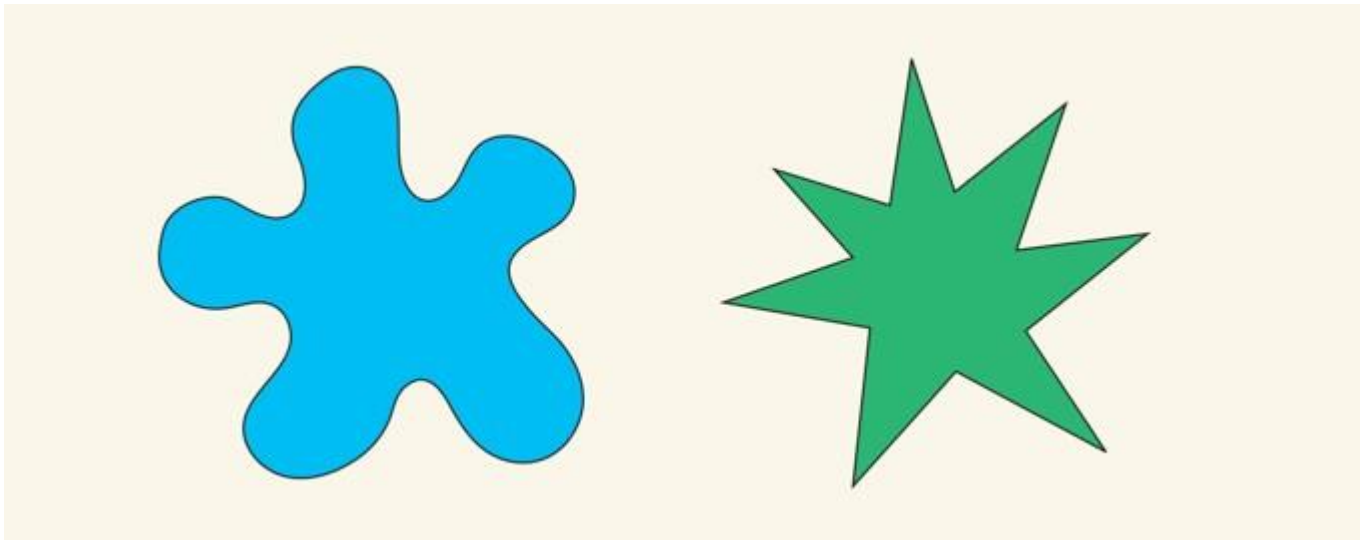


Perception



Perception

- Bouba–kiki phenomenon:



- Link between the consonants 'b' and 'k' and round and sharp shapes: consistently found in different languages

Fitch, W. Sound and meaning in the world's languages. *Nature* **539**, 39–40 (2016). <https://doi.org/10.1038/nature20474>

Understanding form

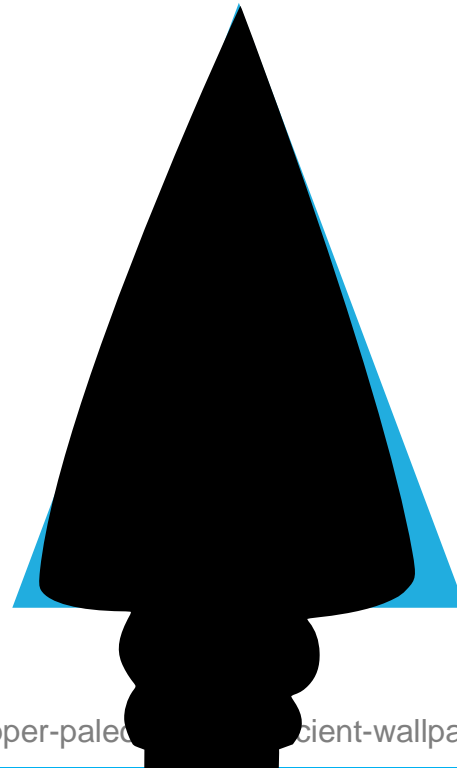
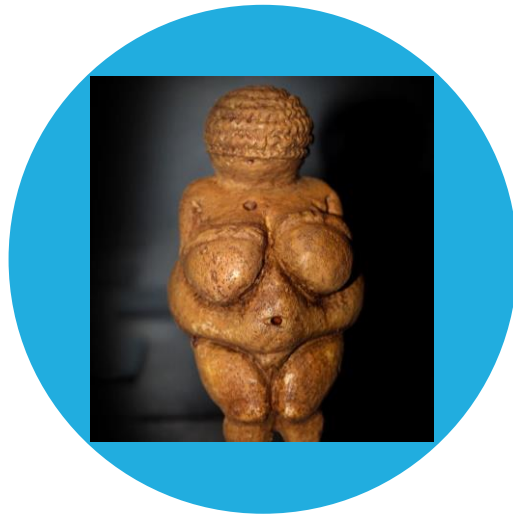


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Understanding form



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Semiotics

- is the science of signs and symbols
- Signs such as words, gestures, and odours communicate information of all kinds in time and space
- Without semiosis, cognition, communication, and cultural meanings would not be possible



<http://www.semiotik.eu/what-is-semiotics>

Semiotics

- Signs: a factual connection to their objects

- Icon – similarity
(with an object)



- Indices – cue
(referring to an object)



- Symbol – convention
(to refer to an object)



https://de.wikipedia.org/wiki/Charles_Sanders_Peirce

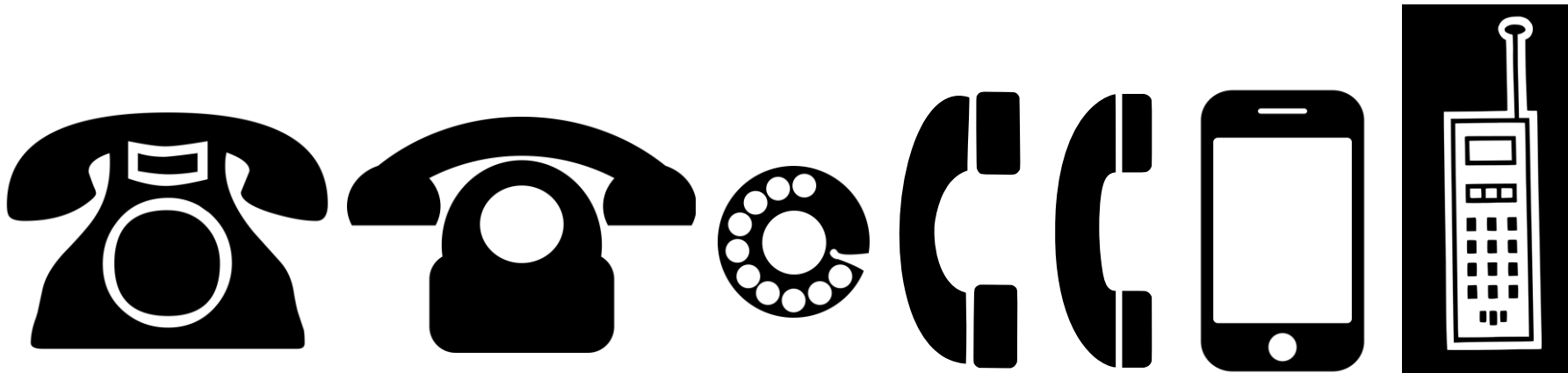




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Functions of Form

- Physical ergonomics
- Cognitive ergonomics
- Information
- Aesthetics
- Affect



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