

semantic associations platforms















Semantic association

Solveiga Bucyte



Connotation of precision engineering, aerodynamics, and high performance. Represent sleek, efficient, and powerful products with drive for technological innovation.



IITALA
1881

Similarly how Stonehenge is an iconic symbol of British culture, Iittala's new logo symbolises cultural heritage in Finnish culture.

Association with timeless, classic Finnish design.

Consideration of nature and sustainability in brand values.



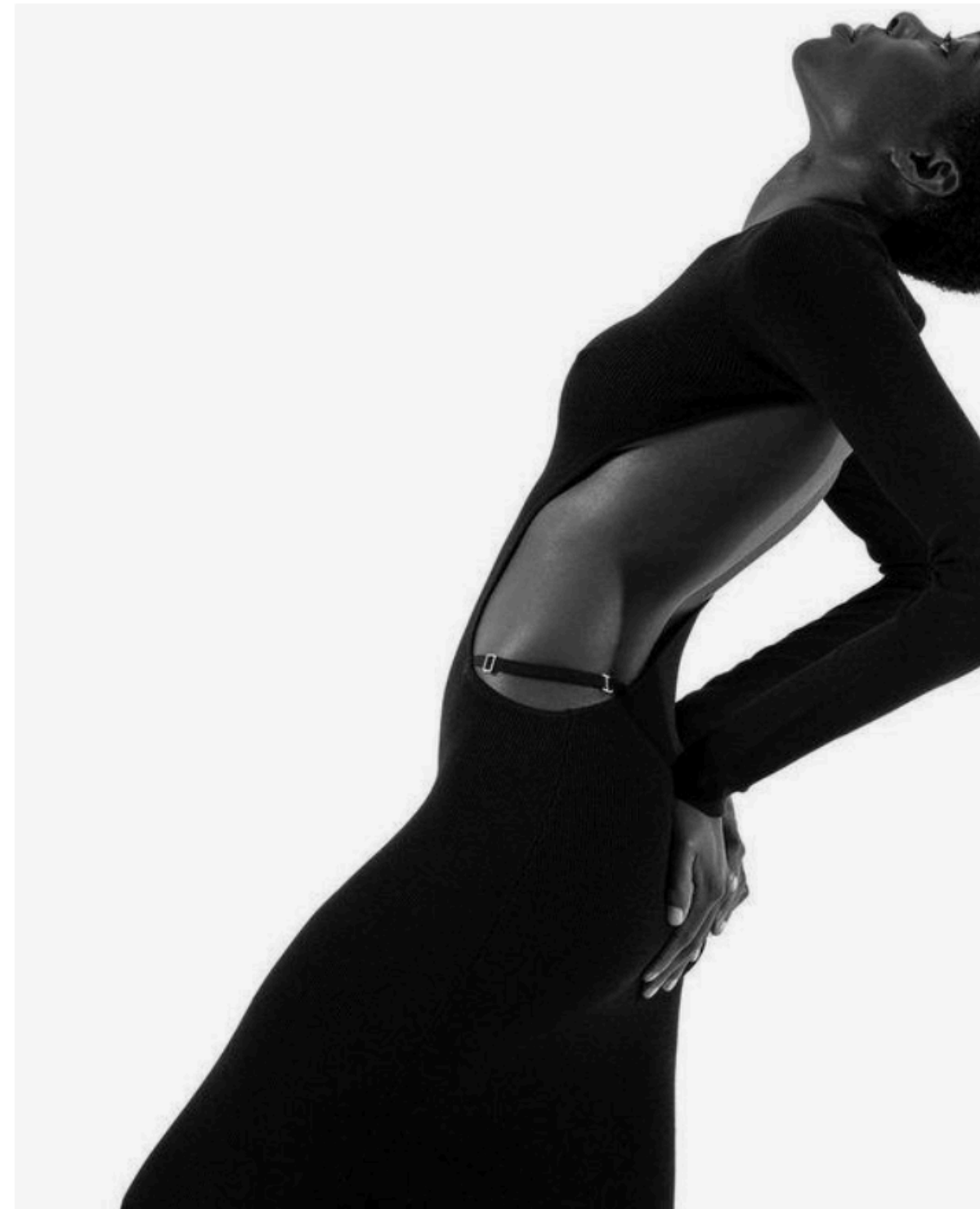


Association to Finnish climate,
strengthening heritage.
Imlying that the glass is a delicate
art piece that is as fridale as thin
melting ice.



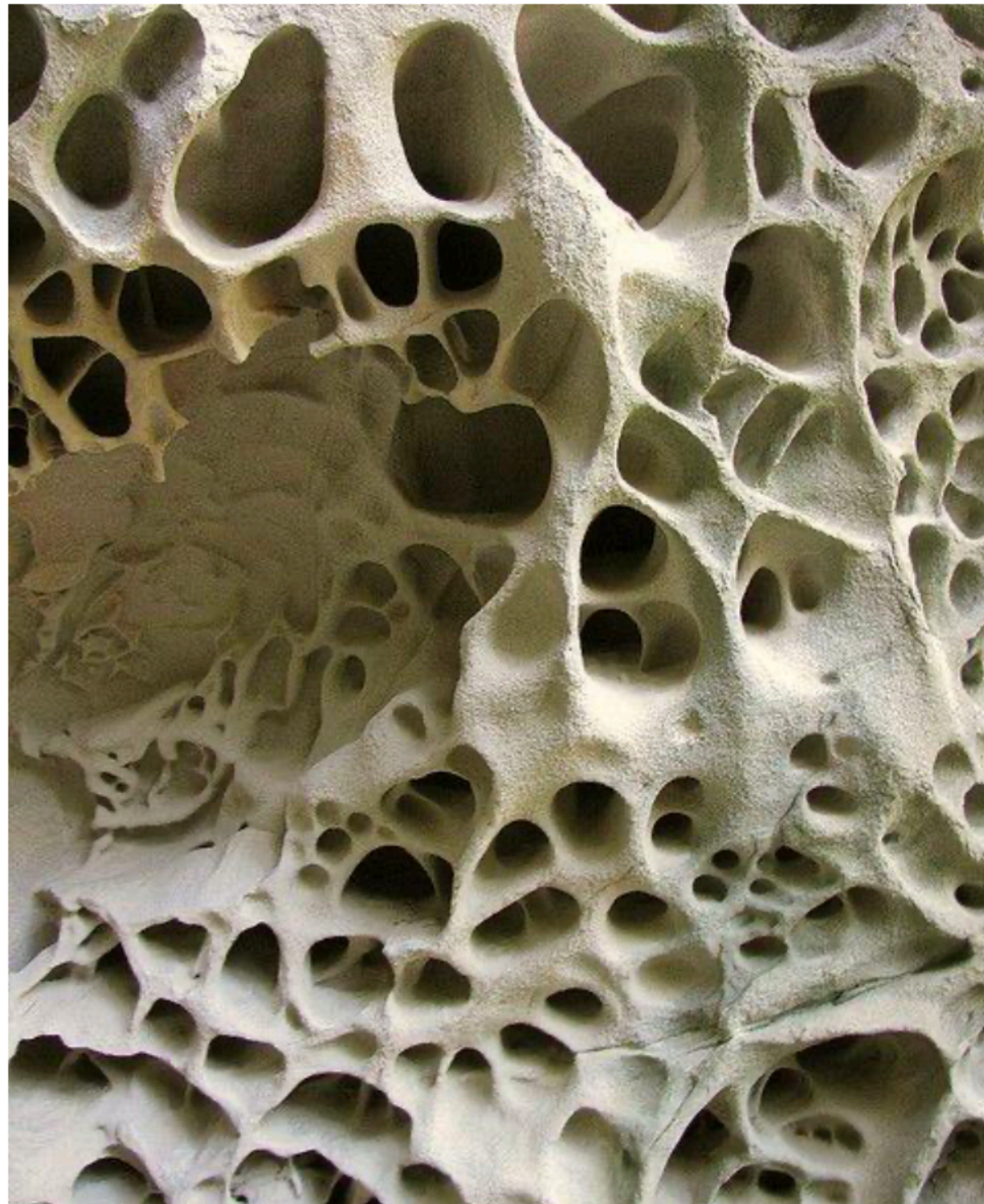


Single Form | Barbara Hepworth



Gucci SS91 | Tom Ford

Under the artistic direction of Tom Ford Gucci has taken a different direction from what it had been previously. The art director gave the brand sensuality and provocation, with curvaceous lines as well as cuts and line contrasts. Tom Ford's design emphasis focused on the silhouette, on enhancing the body through an opulent use of materials. Just like this shortened version of Barbara Hepworth's Single Form, which aims to enhance, by alternating sinuous lines with sharp cuts and holes, the contrast inherent in human nature, both physically and psychologically.

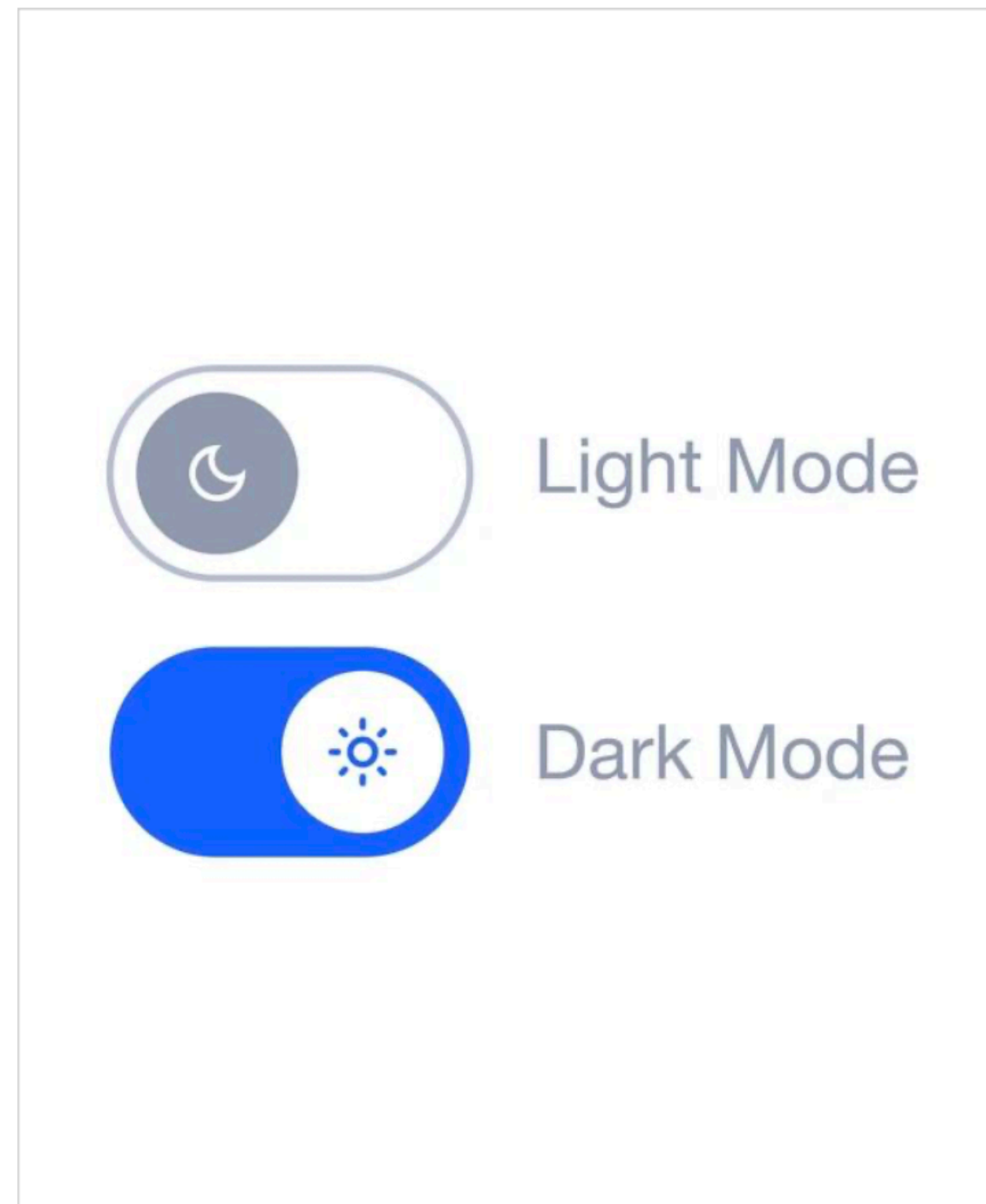


Sand rocks | Australia



Adidas Yeezy Foam Runner

Organic and nature-based shapes, textures and colours, have been largely used in contemporary design as an inspiration and a reference for bolder projects. The Adidas Yeezy Foam Runner have this iconic organic pattern, that combined with the material chosen, molded foam, creates this smooth but spongy effects, just as their reference, the sand rocks.



Dark-Mode switch



Light switch controls

When it comes to design an interface the use of semantic associations are crucial, in order to convey meanings that gives affordance and the user can easily recognise. The case of the dark-mode switch feature is one of the most evident example of this semantic association within the Interactive Behaviour and Assistive Capability. The switch action resembles what you could do in real life when you ON/OFF the lights at home.

Smartphones vs. Tablets

Visual Appearance

- Smartphones: Smaller screen size, typically 5-6 inches, with a compact form factor.
- Tablets: Larger screen size, typically 8-12 inches, with a broader form factor.

Interactive Behavior

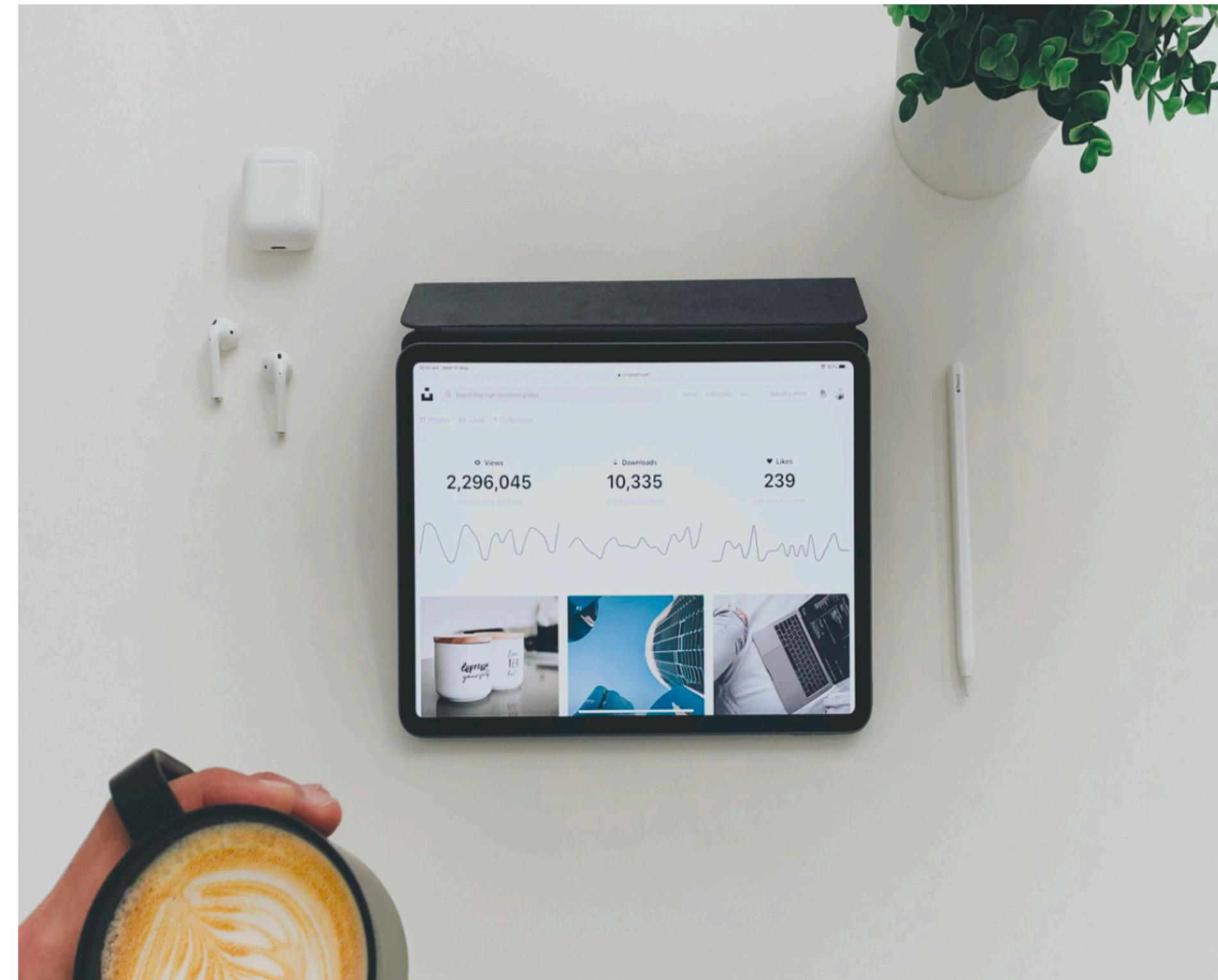
- Smartphones: Single-handed use, touch screen interactions, swipe gestures.
- Tablets: Two-handed use, touch screen interactions, multitasking with split-screen functionality.

Assistive Capability

- Smartphones: Voice assistants like Siri or Google Assistant, accessibility features such as screen readers and magnification.
- Tablets: Larger display for easier readability, support for stylus input for drawing and note-taking.



Semantic Association



Riccardo L. Grossi

Traditional Watches vs. Smartwatches

Visual Appearance

- Traditional Watches: Analog display with mechanical hands, classic and timeless designs.
- Smartwatches: Digital display, often with customizable watch faces, sleek and modern designs.

Interactive Behavior

- Traditional Watches: Simple interface, time-telling, sometimes include date and stopwatch functions.
- Smartwatches: Touch screen interactions, notifications, fitness tracking, and app integrations.

Assistive Capability

- Traditional Watches: Basic timekeeping, no advanced assistive features.
- Smartwatches: Health monitoring (heart rate, ECG), GPS navigation, voice commands, and fall detection.



Semantic Association



Riccardo L. Grossi

Laptops vs. Desktop Computers

Visual Appearance

- Laptops: Portable, all-in-one design with built-in keyboard and trackpad, varying screen sizes (typically 13-17 inches).
- Desktop Computers: Separate components (monitor, keyboard, mouse, CPU tower), larger screens (typically 21 inches and above).

Interactive Behavior

- Laptops: Mobile computing, trackpad and keyboard input, battery-powered, easy to transport.
- Desktop Computers: Stationary computing, typically more powerful hardware, multiple peripheral connections, and larger workspace.

Assistive Capability

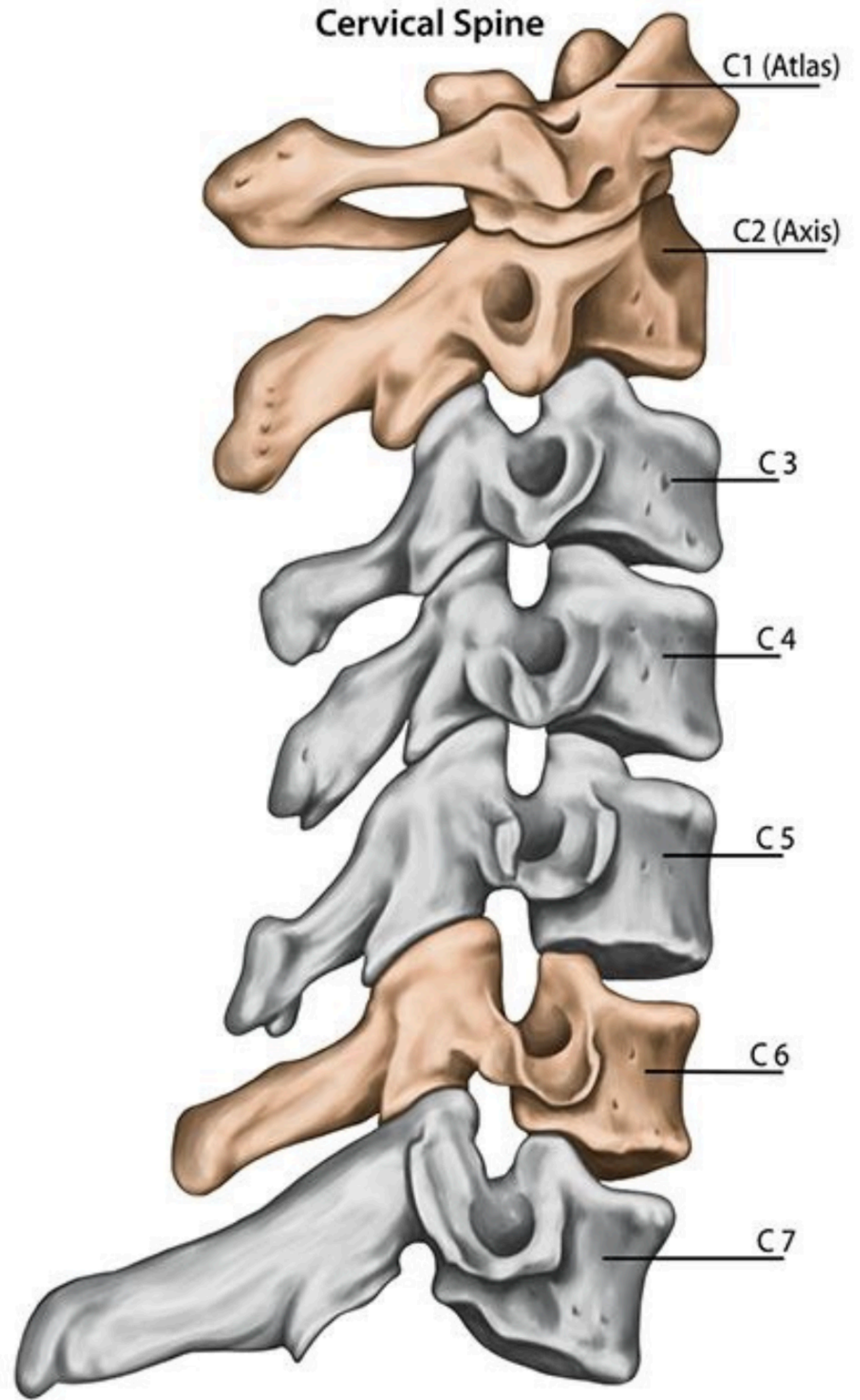
- Laptops: Built-in webcams and microphones for video calls, portability for remote work and learning, touch screens on some models.
- Desktop Computers: High-performance capabilities for demanding tasks, multiple monitor setups, extensive connectivity options for specialized peripherals.



Semantic Associations



Transformation





Transformation



Association





Transformation





Association

SEMANTIC ASSOCIATIONS _ Mikaela Kipinoinen

VISUAL APPEARANCE



LUSH PRODUCT
Lama shape bath bomb



SHAPE ASSOCIATION:
Colorful, fun and playful Pinjata



LUSH PRODUCT
Pink and blue glitter bath bomb



COLOR ASSOCIATION:
Cute and positive childhood memory, My Little Pony



LUSH PRODUCT
Glossy shower jello



ASSOCIATION:
Wiggling eatable jello dessert

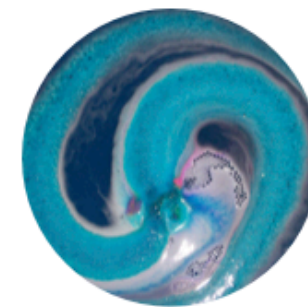
INTERACTIVE BEHAVIOURS



LUSH PRODUCT
Pink shower gel called Snow Fairy



SMELL ASSOCIATION:
Sweet and sugary candies and cotton-candy drinks



LUSH PRODUCT
Bath bomb twirls



MOVEMENT ASSOCIATION:
Space twirls



LUSH STORE
Pick and mix product "buffet"



APPEARANCE AND USAGE ASSOCIATION:
Rich and abundant pick and mix candy shop

ASSISTIVE CAPABILITY OF ARTEFACTS



VISUAL GUIDES
Clear in-store symbols and guides



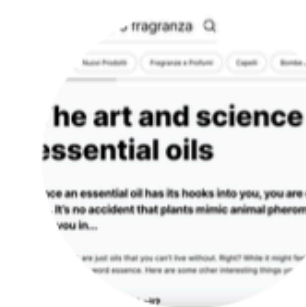
ASSOCIATION:
Visual aids help customers to navigate and find the right products



LUSH PACKAGING
'Naked' products without packaging



ASSOCIATION:
Reduce waste and accessibility also for people with disabilities



LUSH WEBSITE
Articles and product information



ASSOCIATION:
Transparency, clear information and guidance to its users

Semantic Associations

_ Camilla Westerback

Visual Appearance

Interactive behaviours

Assistive Capability of Artefacts



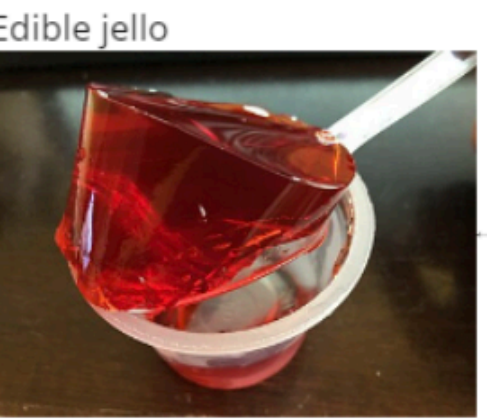
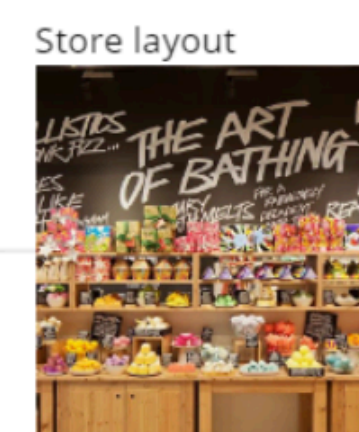
Sustainability, ecocentrism, responsibility



Transparency, fresh produce, education, interaction

Online reviews

Trustworthiness & transparency



Handmade

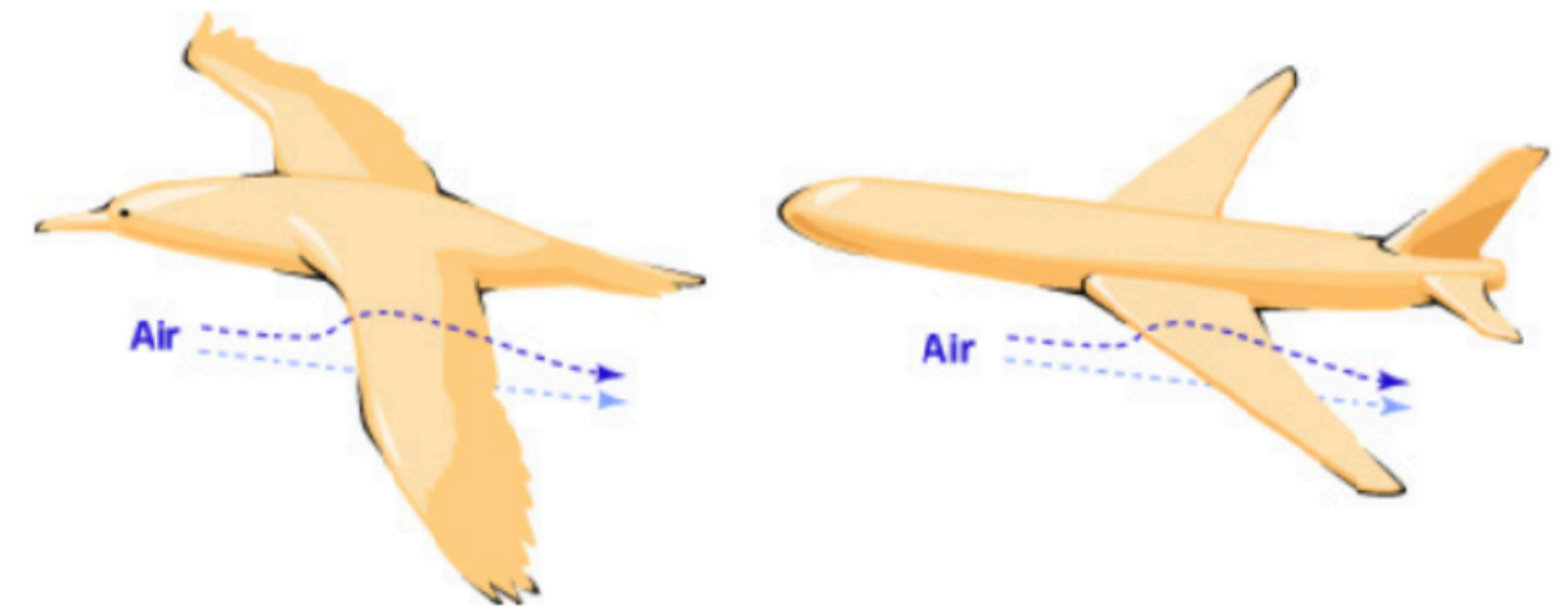
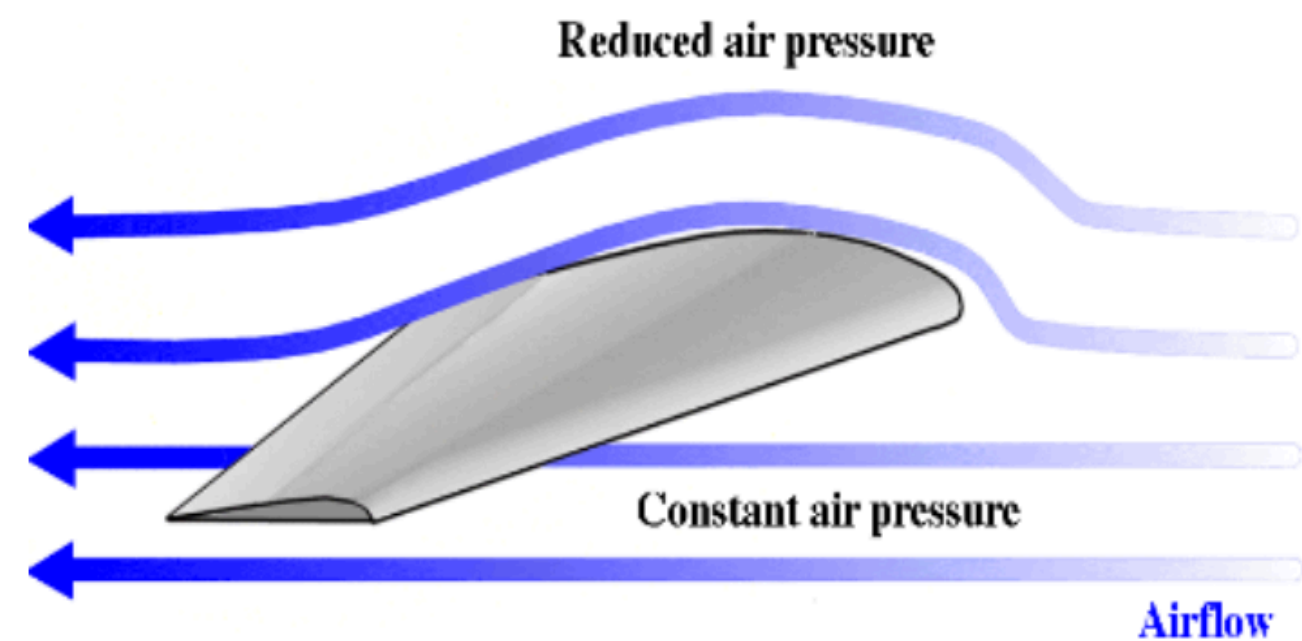
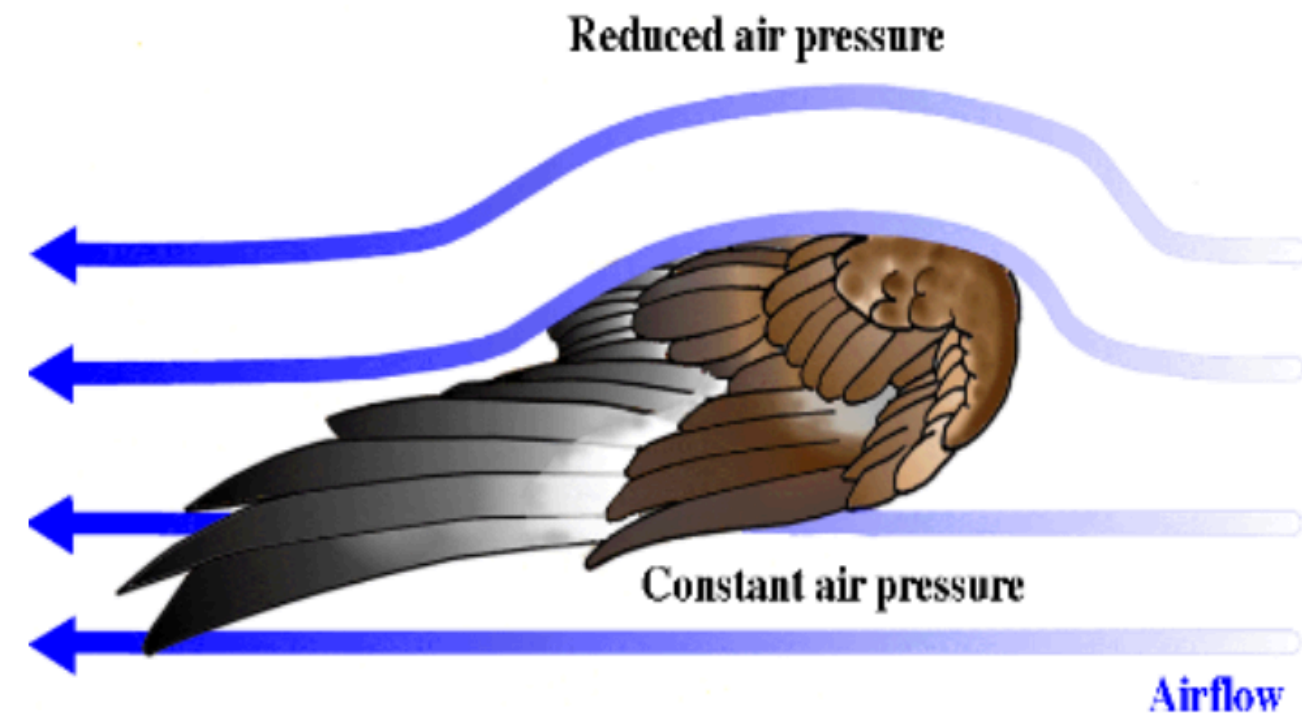
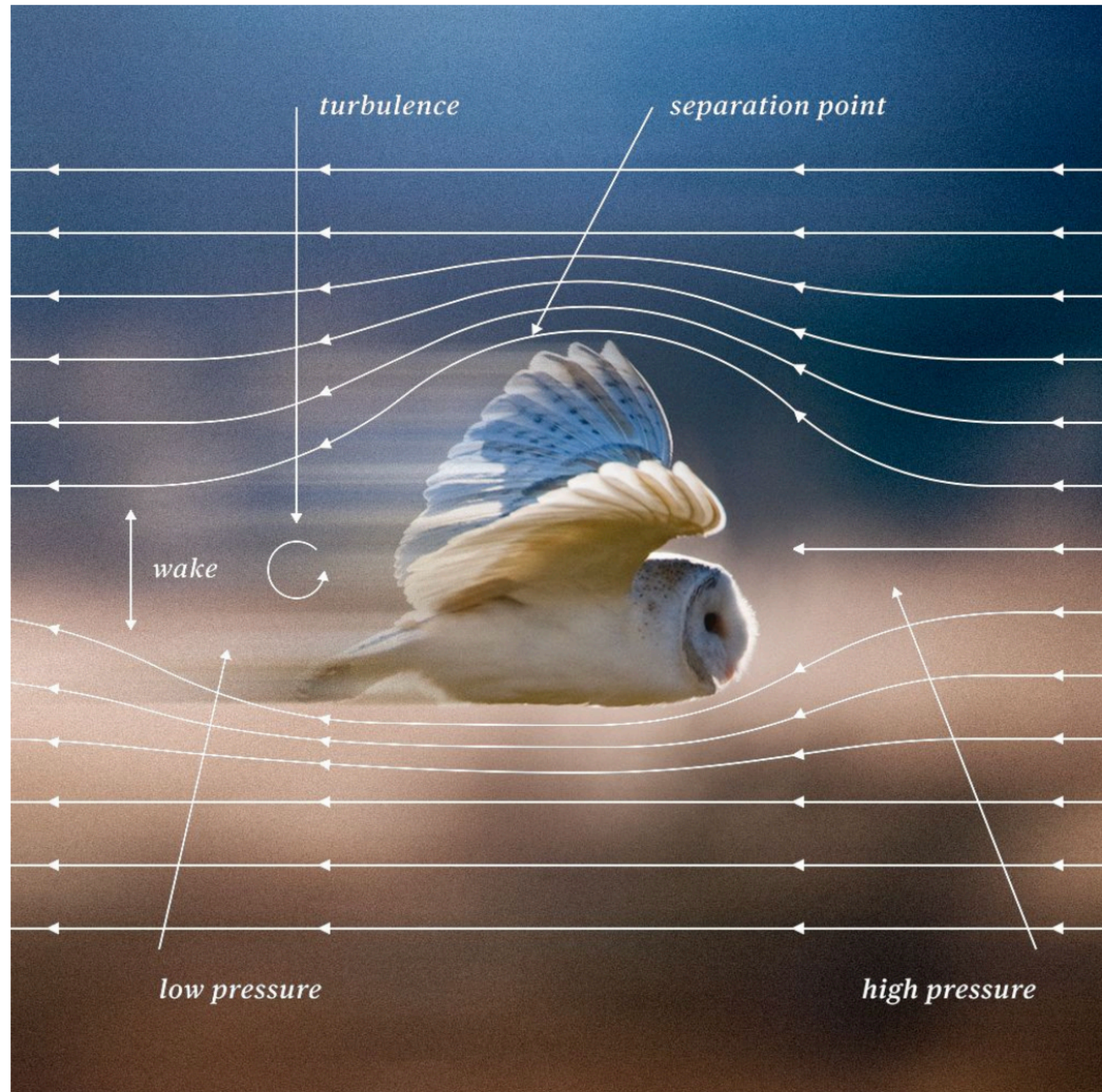


Individual Assignment

Examples of Semantic Connection(s), Association(s), Transformation(s) Framework

Airplane Wings

The Wright brothers studied birds to understand flight mechanics. Modern airplane wings often take inspiration from the shape and structure of bird wings, optimizing lift and reducing drag.



Patagonia

Patagonia's branding is deeply inspired by nature, particularly the rugged and pristine environments that outdoor enthusiasts seek to explore and protect. The iconic logo of Patagonia features the silhouette of Mount Fitz Roy, a mountain located in the Andes near the border between Argentina and Chile.



Superhydrophobic Surfaces

Inspired by the water-repellent properties of certain plants and insects, materials with superhydrophobic surfaces are used in various applications, including waterproof clothing and coatings for electronic devices.

