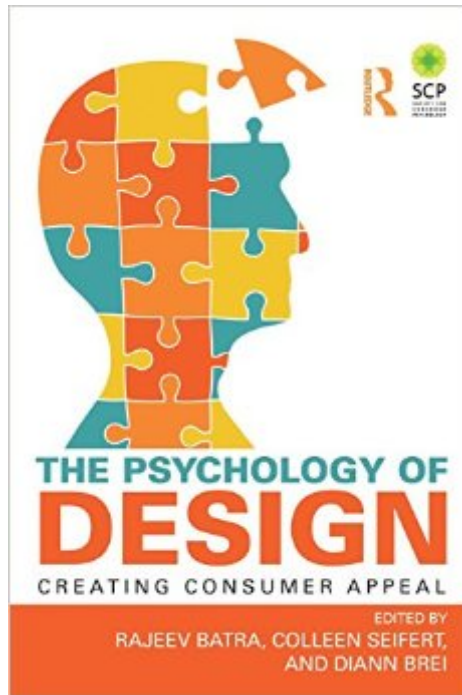


The book was found

# The Psychology Of Design: Creating Consumer Appeal



## Synopsis

Design plays an increasingly larger role today in creating consumer desire for products and liking for commercial messages. However, the psychological processes involved are only partially understood. In addition, design is inherently interdisciplinary, involving (among others) important elements of aesthetics, anthropology, brand strategy, creativity, design science, engineering, graphic design, industrial design, marketing, material science, product design, and several areas within psychology. While researchers and practitioners in all of these fields seek to learn more about how and why "good" design works its magic, they may benefit from each other's work. The chapters in this edited book bring together organizing frameworks and reviews of the relevant literatures from many of these contributing disciplines, along with recent empirical work. They cover relevant areas such as embodied cognition, processing fluency, experiential marketing, sensory marketing, visual aesthetics, and other research streams related to the impact of design on consumers. Importantly, the primary focus of these chapters is not on product design that creates functional value for the targeted consumer, but rather on how design can create the kind of emotional, experiential, hedonic, and sensory appeal that results in attracting consumers. Each chapter concludes with Implications for a theory of design as well as for designers.

## Book Information

Paperback: 376 pages

Publisher: Routledge (August 12, 2015)

Language: English

ISBN-10: 0765647605

ISBN-13: 978-0765647603

Product Dimensions: 5.9 x 0.9 x 8.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #958,247 in Books (See Top 100 in Books) #183 in Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design > Products #784 in Books > Business & Money > Marketing & Sales > Marketing > Research #1039 in Books > Textbooks > Business & Finance > Marketing

[Download to continue reading...](#)

Photoshop: Absolute Beginners Guide To Mastering Photoshop And Creating World Class Photos  
L'Chaim: Celebrate Life: Judaic Expressions to Color & Inspire (Design Originals) FrameMaker -

Creating and Publishing Content: LEARN TO USE, MANAGE, AND PUBLISH CONTENT WITH ADOBE FRAMEMAKER How To Program -- Echo: Design, Development and Testing Alexa Skills A Fellowship of Differents: Showing the World God's Design for Life Together Reaching People under 30 while Keeping People over 60: Creating Community across Generations (TCP The Columbia Partnership Leadership Series) Animated Storytelling: Simple Steps For Creating Animation and Motion Graphics Tabletop Game Design for Video Game Designers Players Making Decisions: Game Design Essentials and the Art of Understanding Your Players Multiplayer Game Programming: Architecting Networked Games (Game Design) Unity 5 From Zero to Proficiency (Foundations): A step-by-step guide to creating your first game with Unity. Articulating Design Decisions: Communicate with Stakeholders, Keep Your Sanity, and Deliver the Best User Experience Interaction Design: Beyond Human-Computer Interaction 3D Fashion Design: Technique, design and visualization Functional Design for 3D Printing 2nd edition Beginning Design for 3D Printing AutoCAD 2016 For Architectural Design: Floor Plans, Elevations, Printing, 3D Architectural Modeling, and Rendering 100 CAD Exercises - Learn by Practicing!: Learn to design 2D and 3D Models by Practicing with these 100 CAD Exercises! Design Integration Using Autodesk Revit 2016 Residential Design Using Autodesk Revit 2016

[Dmca](#)