

## Product Symbolism of Gandhi

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## Overview

- Big Ideas
- Products as Symbols
- Symbols as Interactions
- Designers, Symbols & Products

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## Big Ideas | Product Symbolism

### What is the main thesis of this reading?

- Nonmaterial culture values ritual & symbolism
- Rejects western "logic"
- Symbols in everything
  
- Symbolic appearance as a communication device to convey a deeper whole

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## Big Ideas | The Thesis

*"It is the mythology of a culture than generates artistic expressions and political discourse, including industrial forms which in turn reinterpret and materially support the psychological reality in which these mythological forms exist"* (128)

### What does this mean?

### What are the industrial forms?

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## Products as Symbols

*"It is their symbolic qualities, their largely mythological meanings, that can liberate people from psychological depression, from social oppression, and add a spiritual dimension that is individually invigorating and culturally creative"* (131)

Symbol becomes a message



Message is a brand



Communicated through more than form



Communicated through formal allusions

### What does this mean?

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## Symbols as Interaction

*"I feel coherence is the essence in any communication and also for industrial design. Even after a message has reached its target, communication may not have taken place"* (136)

### How can we be sure?

### What does this mean with regard to interaction, computer-based design?

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## Designers, Symbols & Products

Products reflect their creator (in form and symbol)



Take on the image of the creator



Give character to the user



Affect behavior

*"Thus, designer, artifact, and user influence each other in two-way interaction and become one with the emergent symbolic qualities or meanings that the product subsequently manifests" (138).*

**What on earth is he talking about?**

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## Interactive Design & Symbols?

The big questions:

**How can we apply these principles to Interaction Design?**

**Is it appropriate to think about our creations on the same level as Gandhi's political agenda?**

**Is there room for creativity with regard to archetypical symbolism?**

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