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Abstract

Looking into Korean history which seeks peace while performing music with instruments and being in communion with sky since ancient times, music is placed to be important and much-needed culture in life. With technology development and a series of evolution, musical instruments containing the sound of nature are gradually affected by electronic technology.

This study employs electronic instrument design which is not only for easy and convenient usage but for excess to enjoy various sounds and voices. It also chooses the young generation, by 20s to 30s, as targets. Unlike ordinary instruments, electronic ones play music by touching in the new form and design as well. With different sounds and thrills caused by beautiful tone vibration, electronic instruments satisfy consumers’ all five senses and give them impression. The way several factors are applied to the Electronic Musical Instrument and how they affect establishment of design concept were studied through design trend research and competitor analysis. Conclusion was drawn with its design sketch and Final 3D rendering design development process. The content of this study is to examine the features of Apple’s product first and then to study PI: Product Identity. After electronic musical instruments are investigated while focusing on the characteristics of Apple’s PI, the new concept of the electronic musical instruments is analyzed through the trend that consumers want.

Looking into design trends and concepts of electronic musical instruments from competitors, new electronic instrument design concept is clarified in accordance with the trend which is emotional and pleasing consumer’s five senses. From new design concept to rendering design—the final production model, the process of product development is studied.

The objective of the study is completing 3D rendering for the mass production of emotional electronic musical instruments through consumer trend analysis to research the advanced concept of music by conducting these whole design process in addition to express culture by showing uniqueness and novelty in the market in comparison to competitors, and to bring effective sales to entrepreneurs. Providing pleasure by playing the electronic musical instruments and listening their performance, they will step forward to consumers as emotional instrument design in their life.

The result of this study is making research about apple design first and then building Apple design PI. After the research about overall product design that analysis of the product design trend, material, shape, color and lifestyle. Moreover, it is making design research about going to be not behind to the other competitor with the research of design trend.

In addition, This study is research about drawing a comparison between variety made by electronic instrument and general product design trend. As the result, design sketch and 3D rendering design made by the companioned simple and clean apple PI design. The final design of 3D rendering studied by this