

2018학년도 후기 박사논문 공개발표

- 발표자: 문소연
- 일 시: 2018. 6. 26.(화) 10:00~11:00
- 장 소: 39동 325호
- 논문제목 및 내용

논문제목	Development of a Sonic Branding Process for Designing Automobile Engine Sound based on Affective Engineering Approach 감성공학적 접근법에 기반한 자동차 엔진음의 소닉브랜딩 프로세스 개발
내 용	Recently, car makers are trying to represent their brand identities using 'Active Sound Design(ASD)' system, a software solution for engine sound design, which can be applied to current infotainment system. In this paper, 'Sonic Branding Process' for ASD is proposed, by which brand identity and image is evaluated based on the acoustic parameters of the engine sounds, and to which 'Sonic Branding' method can be applied.