JAIST Repository
https://dspace.jaist.ac.jp/

| | |
|---|---|
| Title | ギフトラッピングにおけるリボンの装飾に対する印象評価 |
| Author(s) | 韓，宇 |
| Citation | |
| Issue Date | 2015-03 |
| Type | Thesis or Dissertation |
| Text version | author |
| URL | http://hdl.handle.net/10119/12690 |
| Rights | |
| Description | Supervisor: 宮田一乗，知識科学研究科，修士 |

JAIST
JAPAN
ADVANCED INSTITUTE OF
SCIENCE AND TECHNOLOGY

Japan Advanced Institute of Science and Technology

# Impression Investigation for Ribbon's Knot and Bow's Tie of Gift-Wrapping

Yu Han

School of Knowledge Science,
Japan Advanced Institute of Science and Technology
Feb 2015

**Keywords:** ribbon, bow, knot tie, impression investigation

Gift-wrapping is common in the daily life. It is usually been used in holiday, like Christmas or Valentine's Day, or for sending a present to someone. In Japan, when sending a gift to other people, do gift-wrapping and use the ribbon to decorate the wrapping on the gift box had already been set as a custom. What's more, in the business occasion, there are a lot of shops, in Japan, do free gift-wrapping for their customers in case that they will use the brought thing as gift. However, the seller don't pay a lot attention on gift-wrapping service. The way they provide the gift-wrapping was been made many years ago, and actually it cannot satisfy the customers nowadays.

This study focused on the ribbon's knot and bow's tie of gift-wrapping. Through the impression investigation of different patterns of ribbon 's knot and bow 's tie, we found out that 1) different patterns of ribbon 's knot and bow 's tie could give people different image, 2) for the 20 evaluation terms, it can be grouped by 4 group, 3) people will achieve different image from the sample pictures of the patterns of ribbon's knot and bow's tie and the real sample of the patterns of ribbons' knot and bow's tie.,4)for the 'single loop bow', when the bow located on left side and the right side of the gift box's top side, it gives people stronger image of "voluminousness" than located on the center.

Copyright © 2015 by Yu Han