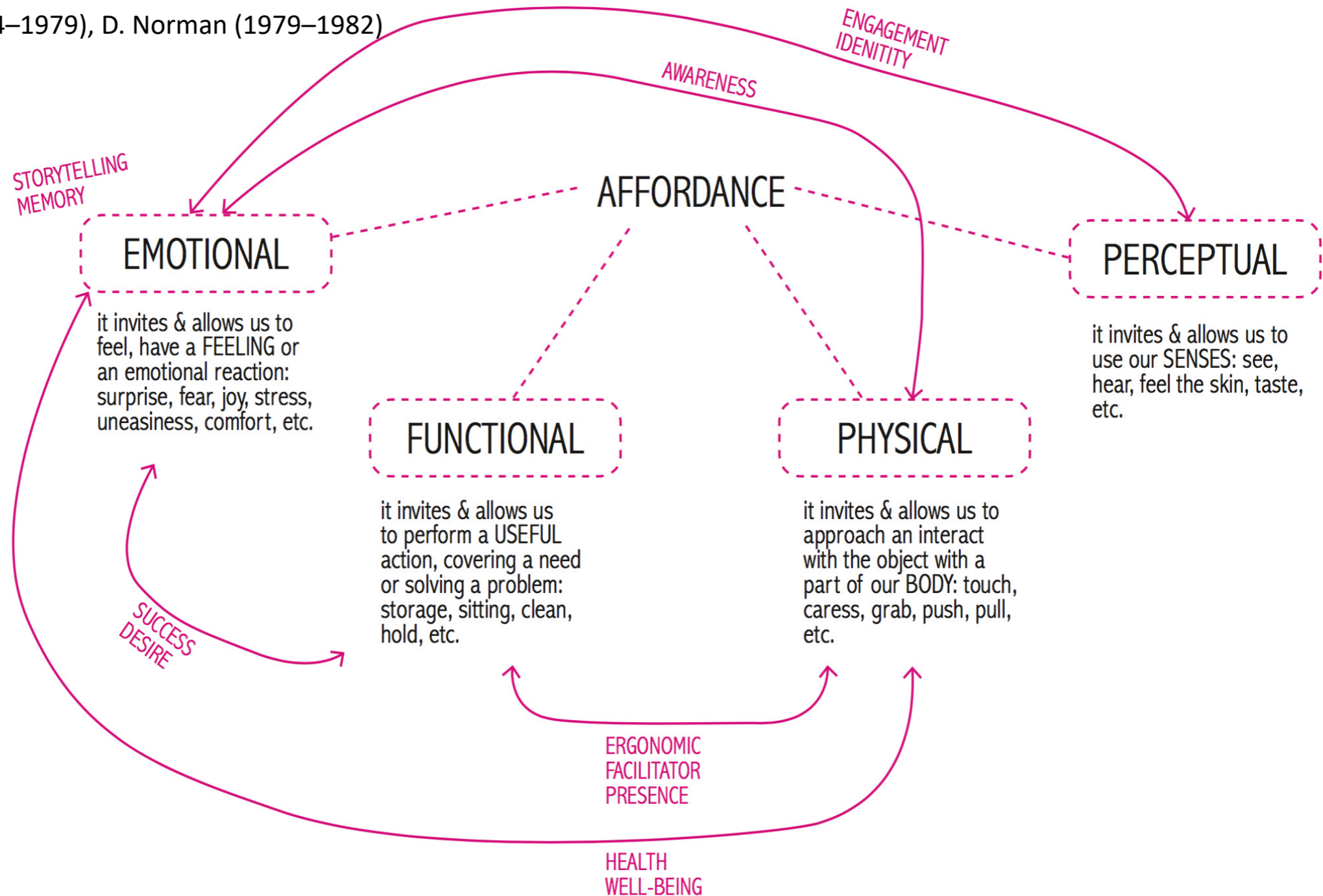


# Theory of Affordance

J. Gibson (1904–1979), D. Norman (1979–1982)



# Definition

An affordance is any possible action of an object that is communicated through an object's design characteristics.

(Gibson, 1977)



## **The Ecological Approach to Visual Perception:**

*The affordances of the environment are what it offers the animal, what it provides or furnishes, either for good or ill. The verb to afford is found in the dictionary, the noun affordance is not. I have made it up.*

Gibson (1979, p. 127)

## Examples of Affordances



## Types of Affordances

- Perceived affordance
- Hidden affordance
- False affordance

# Perceived Affordance

Perceived affordance is the quality of an object that suggests how it might be used.



Pencil Sharpener

# Hidden affordance

Hidden affordance is when an object has affordances that are not so obvious.



Tesla Door Handle

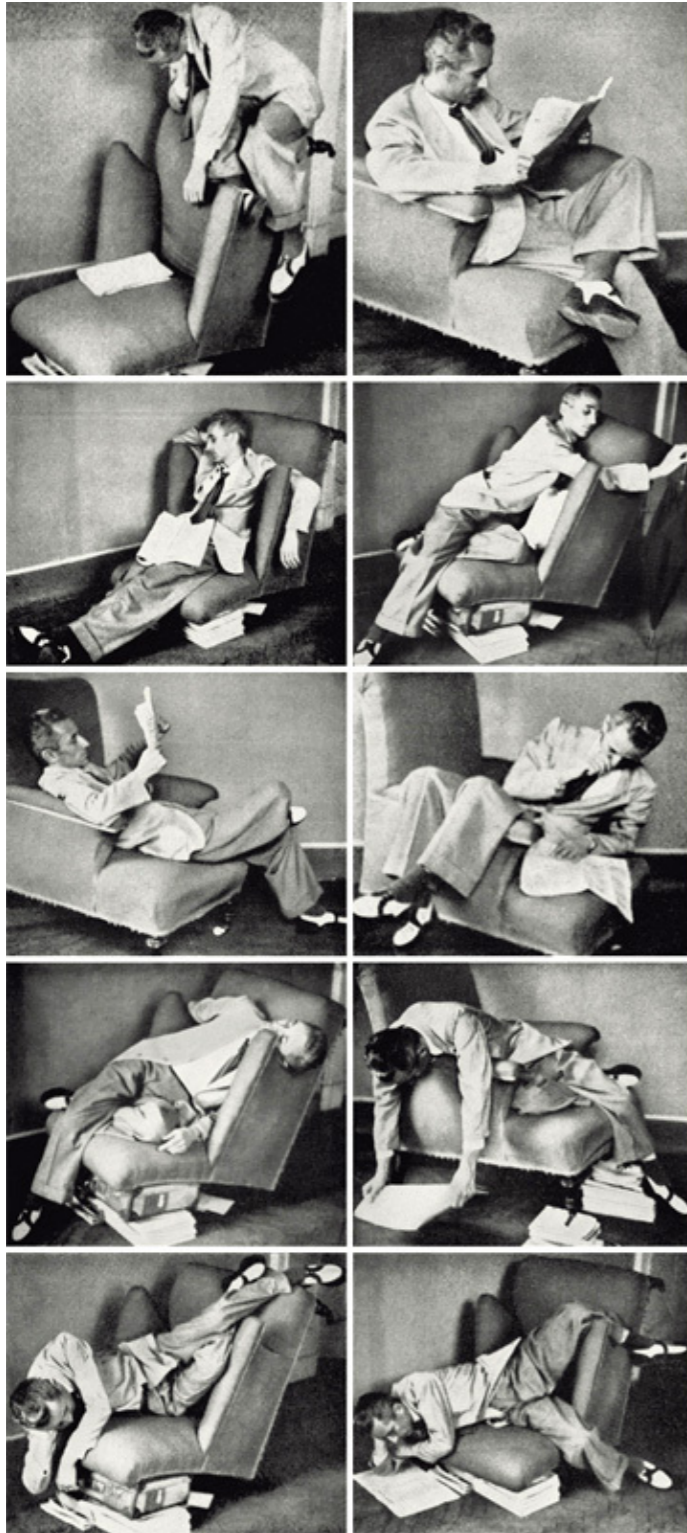


## False affordance

False affordance is when there is a perceived affordance; but no results happen from the possible action.



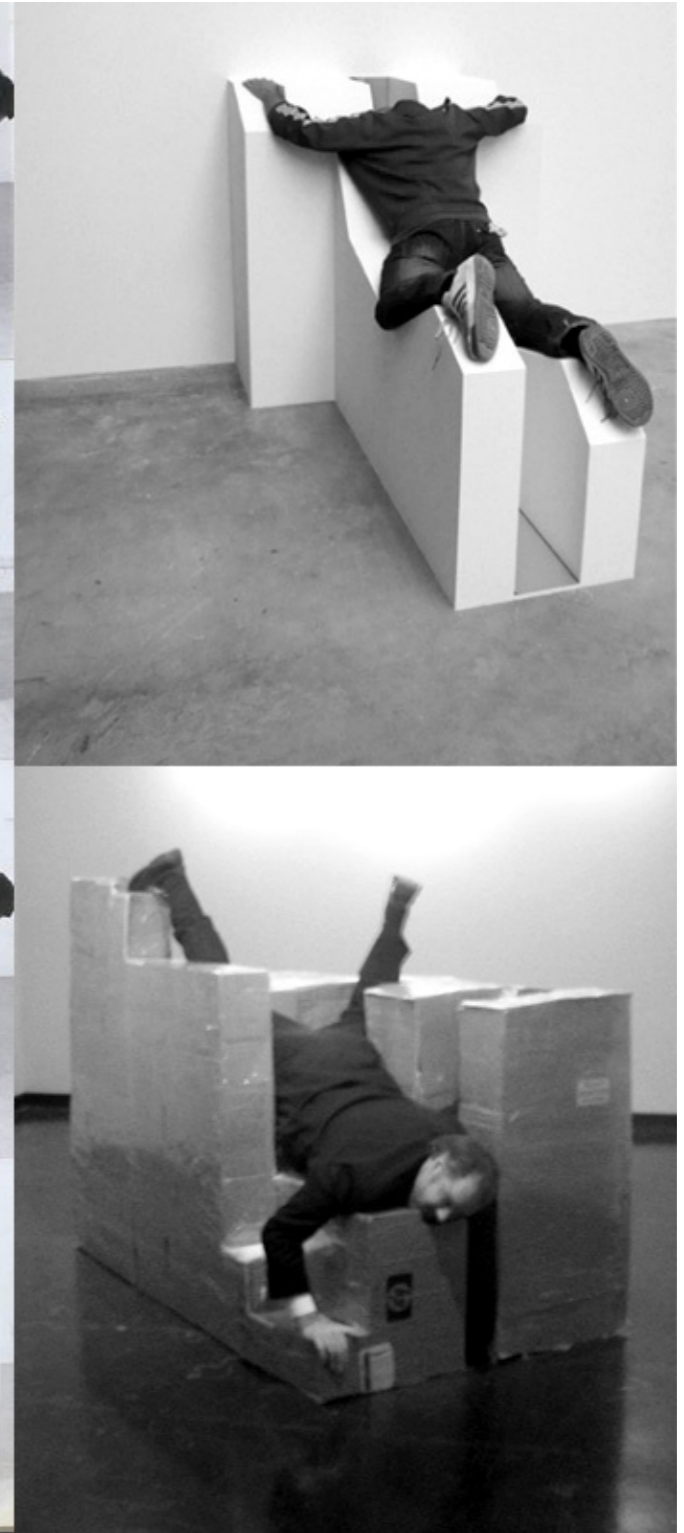




Bruno Munari (1944)



Bruce McLean (1971)



Didier Faustino (2009)