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Study of Contemporary Jewelry Design Emotional Expression Skills

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ABSTRACT

With the development of the society, people gradually realize the importance of design, design also has played a more and more important role in the life. More and more people are willing to choose the design work with unique emotions. Designers give the new concept of life into the jewelry through the material, color, craft technique, etc. Jewelry as emotional carrier, can better deliver humanistic ideas behind the design in silence. This paper studies the emotional expression skills of contemporary jewelry design.

Keywords: Emotions, emotion type, expression skills, jewelry design.

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1. The emotions value of contemporary jewelry design

Jewelry was once a symbol of wealth and status, but the contemporary jewelry design under the influence of contemporary art and culture, it abandoned the traditional concept on jewelry just for decoration or reveal the idea of power status. Designer see jewelry as their expression of emotions or personality, Designers give the new concept of life into the jewelry through the material, color, craft technique, etc, which leads to the wearer's spiritual resonance. Compared with traditional jewelry, the value of contemporary art jewelry are more embodied in the load of the designer's humanistic care and spiritual concept.

2. Jewelry as emotion carrier

Contemporary jewelry is different from the traditional concept of jewelry, which emphasizes the function and material value blindly. Contemporary jewelry value and practicality is not the most important, its vitality lies in its own art expression and spiritual connotation given by designers. Jewelry as an emotional carrier, it should be paid more attention to emotional and humanization. Designers put the humanistic care and spiritual ideas into the jewelry design, and choose the design elements or materials which can express the thoughts of designers when they are in jewelry creation process, the

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emotions of designers in jewelry can finally pass to the wearer, to meet the wearer's spiritual needs. The design based on this starting point can elicit the emotional resonance of the wearer.

Chinese new generation of art jewelry designer Zhonghua, recorded stories for the wearer. Designer Zhonghua's biggest characteristic is to communicate with customers as friends, understand their lives, experiences and preferences. Designer according to the customer for their custom itself out of their own jewelry, everything is pure handmade, full of sense of life. Works of Jewelry designer Zhonghua are included in "the blue book 2014 international jewelry brand culture," the preface of the book wrote: "jewelry is to express the handcraft and the humanities value or the aesthetic spirit of design, make jewelry designed from people's spiritual identity and spiritual destination.



Figure 2: "Spring of love" crown, 2009



Figure 1: Inspiration of "home", breastpin, 2011

Chinese contemporary jewelry artist Er-qiang Wu, he is good at subject to realism and romanticism combination of technique of expression, to express the spirit of the rich world of modern people and the thoughts of people that what the real life and the objective world. Works (figure 3), the designer uses the element of asparagus fern, which is the modeling of Chinese traditional culture, combining with the meanings of bamboo in China, to make jewelry art creation. Designer Er-qiang Wu puts the emotion of admiration to Chinese traditional culture and asparagus "Proud" of human spirits in jewelry design.



Figure 3: "Feng-Zhu" brooch

3. The types of emotions in contemporary art jewelry

3.1 Personal emotions

Jewelry design is not a simple thing, but from the heart, the relationship between people and jewelry, and air relations, is a way of thinking of the connection, any creation is starting from the feelings. Emotion is a part of the whole attitude, it is compatible with inward feelings and intentions of the attitude. It is a kind of complicated attitude on the physiological and stable evaluation and experience. "Psychology Dictionary" thinks that: "emotion is the objective of things people whether they meet their needs arising from the attitude of experience." Jewelry as the carrier of emotional transmission, the designer through the artistic creation to express their feelings, such as homesickness. People are complex emotional animals, people in the choice of jewelry and designers will choose the emotional resonance of the jewelry.

3.2 Social emotions

Social emotions is the most the highest, the most complicated human emotions, it sublimates the personal feelings. A work of art jewelry contains a lot of stories, the theory of philosophy. Designers can by jewelry reflects social status, social problems, to express the designer's point of view. A piece of jewelry works could express the social human sentiment changes in temperature, the fashion of society and social pressure, expressed the thoughts of designers for people, to the life, thinking about the present situation of society.

Jewelry is the carrier of emotion, the designer through the creation of jewelry convey their social emotion, may express praise and glorify, also may be ironic, chilling, the world is naked, etc. The jewelry work given the social emotion by designers will be richer in feelings, more able to touch the heart of the people, so that cause the wearer's emotional resonance.

4. Emotional expression in jewelry creation skills

4.1 Jewelry materials and the performance of the texture

In the creation of jewelry, with all kinds of materials to design a jewelry, gold, silver, jade, wood, diamond, crystal, glass, etc., but each kind of material has her own characteristics. Such as diamond represents the noble, bright, sapphire, reflects the deep connotation, after cutting the gem, the light refraction, is noble and mysterious to the person, crystal is a symbol of the pure and beautiful, and different colors of the crystal also have different symbolic significance. For woodiness material, Wood material is embodied in a source, the beginning of the heart, back to natural simple.

Besides, designers in the choice of jewelry materials will also take into account the plasticity of the material. Such as metal materials, hard texture, strong luster, can be forged easily; leather wood materials, reflective weak, relatively temperament character; and glass, plastic permeability. So the designer jewelry do creation will be based on what you want to pass through the jewelry to convey the emotion to the targeted selection of materials.

4.2 The shape of the jewelry design

Modeling is one of the important visual design factors, both graphic design and three-dimensional design. Modern jewelry design form more diverse, from abstract geometrical modeling to the nature of the specific shape, from a single simple to the complex combination of modeling. It has no specific provisions, these are all one of the forms that designers to express themselves' feelings.

Designers can express themselves through the elements of points, lines, faces and clumps with repeating, gradual, symmetrical, and so on, according to the rules of contrast, rhythm, and proportionality. For geometric ornaments, giving people a rational, cold, tough, linear feeling, visual impact is relatively strong, abstract geometric jewelry works but also leave the audience infinite imaginations. Designers will also use specific biological nature to express their emotions or attitudes, such as the above mentioned the work of Er-qiang Wu, "Feng-Zhu" brooch. From the point of view of design, the shape of the expression of jewelry design ideas and emotions are usually more intuitive, people can often through the external shape of jewelry works to understand the designers want to express the inner feelings, and different people has the characteristics of intercommunity when understanding the connotation of jewelry works.

4.3 The colour of jewelry

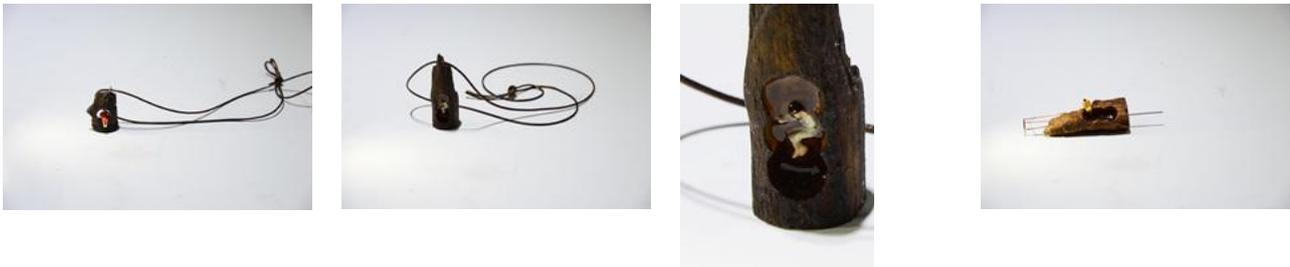
From the original visual experience, some of the color of the impact on people are common. If the designer wants to express the positive emotions, will choose bright, bright, contrasting colors, such as red, yellow, orange and so on. If designer wants to express depression, deep emotions, they will choose dark blue, dark purple, dark blue, and the relatively low brightness of the dull color.

For different cultural background, the same color can produce different interpretations, the meaning of color is very rich, emotional impact on people is also very important, so the designer in the creation of jewelry can use the color to drive the wearer's emotions masterly.

5. Demonstration Combined with writer's own jewelry series

The author creates the jewelry design series "Explore", after the study of contemporary jewelry design emotional expression skills, the series "Explore" are inspired by China Oriental zen. On the choice of materials, the author selects the deadwood, crystal drip glue, resin as raw materials for jewelry design. The author makes the sculpture, shapes the appearance and digs the hole to the deadwood, then, drops the crystal drip glue into the deadwood, some resin figures sits in the trees, some

are submerged in the crystal drops of glue. Selects the deadwood on behalf of the Chinese traditional culture, Crystal drops glue belongs to the product of modern fast fashion, the texture of the deadwood in contrast to the modern feeling of crystal drops glue and resins, the author wants to make the Chinese traditional culture combined with modern pop elements to collision, it would be very contemporary and it can also create an artistic conception of "empty". Author combined the deadwood with the resin figures together, with different dynamic forms, there are sitting, standing, recumbent, so that Jewelry design work besides humanistic feelings is more interesting. In the form of design, the resin figures is the point, the deadwood is the surface. On accessories design, author hollowed out a circle in the middle of the irregular shape of the deadwood, because the circle means circular, is a symbol of all things with no starting and no ending all-inclusive. And the red resin figure sit upon this circle, it would be more meaningful. In the brooch design, the silver rod interspersed in the dead wood as a line, point, line and surface combined to be three-dimensional, it makes the work better three-dimensional and layered, besides it emphasized the structure. A sense of metal silver rods breaks the heavy feeling that the dead wood gives people. A straight line of silver rods is a contrast to the irregular dead wood sharp, which also makes the work more contemporary. In the design of the color, the dead wood is dark coffee color, very deep color, magenta, yellow, light green resin figures play the bright effect, breaking the depressing feeling the dark coffee color deadwood gives us, making the work more lively, vivid, With sufficient artistic detail. And the transparent color of crystal drops glue, silver metal color make the whole work more delicate and engaging.



Series "Explore", the author wants to express a state, in the development of social era, our human beings are always a state of exploration, to explore the unknown things, to explore their own heart really wants something. Exploration of the state is a "hollow", it is precisely because of the exploration, with contemplation, the era has better development, social has large progress, so that we have the future.

6. Conclusion

The future development of jewelry design is diversified, the times are changing, emotional design is the mainstream trend. Designers have different emotional will, there are a variety of forms of expression. In the jewelry design, material, shape, color and others affect the designer's emotional expression. Through this article, we can understand the classification of emotion in the design of jewelry, and study the emotion expression skills in jewelry creation. Jewelry as the emotional carrier, to better convey the attitude of the designer, causing the consumer's spiritual resonance, but also to meet the individual needs of consumers.

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