

# Sources of Ideas for News Designs: An Expert Survey of Jewellery Designers

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## ABSTRACT

For jewelry designers to comprehend their methods as well as jewelry creations, a basic understanding of concept is required. By demonstrating how both forms of works were employed in jewelry design education, jewelry students to apply the ideas both of jewelry design and industrial design as a process in jewelry manufacturing. For instance, jewelry learners require "to construct a strategic vision and also to include an element of feeling, motivation, perfect way, modelling, colors and materials, structure, design, innovation, functionality and current trends with inclination. Jewelry decoration is comparable to other fields of design like furnishings and ceramic in practice. This research work is conducted considering jewellery designers in jewellery industry to know the main sources of ideas to design a jewellery, and it is found that Nature is an endless stock of ideas to design a new jewellery, Logos, cartoons, and alphabets are some other sources of ideas to design jewellery as per the demand of customer, Social media is also a major source of ideas that can help in jewellery designing.

**Keywords:** Sources of Ideas, Traditional Jewellery, Jewellery Designers, New Designs, Jewellery Industry.

## INTRODUCTION

In India, jewellery has historically served as both adornment and a family's final line of defence in times of crisis. It's a form of wealth concentration that really is accessible to women in families that may be turned into money in an emergency. A type known as kundan is adorned with diamond shards or a range of coloured gemstones like emeralds and rubies. These fascinating and complex artworks demand a significant investment of the both money and time. A hand-drawn design serves as the basis for a jeweller's work. This is necessary for the architecture's preliminary clearance. There's really currently no systematic technique, thus it is performed in an outdated manner that really is iterative and exploratory in character. In the lack of a structure method, redesigning frequently causes customer unhappiness and also

is challenging to identify and remedy. Every work is something of a prototype because Kundan items are hired as one-off pieces. This research adopts a rigorous cluster-based design methodology. By offering a resource in the initial stages of creation, it is anticipated to really be advantageous for both the customer and jeweller. By offering a computer model and a three-dimensional representation of the golden structure, also it makes it easier for people to agree on viewpoints and prevents redo during the most crucial, last phases of manufacture. As well, every precise fit of represents an important part can be observed and rectified, preventing pointless labour in later production phases (Vyas, 2015).

Different design outcomes are intimately tied to a history and personality traits of the creator, including whether they are corporate designers or artists. Respondents included a variety of elements in their descriptions of their job, that could be further broken down into internal and external variables. When it comes to jewellery developers, external variables involve variables like clients, the industry, co-workers, as well as background, in addition to social, cognitive, and cultural standards. Internal forces are those that are specific to the developers themselves, and these involve things like their psychological and aesthetic value systems, in addition to their own passion and drive (Rajilia, et al., 2015).

Takamitsu & Menezes, (2014) The creation of jewellery centred on an original and novel concept that is yet backed by a manufacturer might be viewed as modern jewellery. The inventions, for both its technical as well as aesthetic originality, gain unequalled significance as well as a direct response to this artistic milieu. This procedure is indeed considered to be a type of artistic expression. Furthermore, to the noble metals, various cutting-edge elements like polyester resin crystals, acrylics, timber, and rubber are employed to give ornamental products a very modern feel. The inspiration for modern jewelry comes from countless centuries of tradition as well as study, and creators tend to be using valuable metals and gems as that of the core components while also reimagining, recreating, and exploring novel substances, methods, and thoughts. As a consequence of this breakthrough, a startling range of substances are now available, allowing for an enormous range of sizes and patterns.

The usage of components is becoming more proactive as a result of escaping the constraints of conventional jewellery creation elements. Making contemporary jewellery look extra textured, intriguing, and personable. A limitless range of options and creativity are also made possible by the diversity of advanced materials. Scholars takes special note to the object's capacity to convey concepts while choosing jewellery. She bravely combines a variety of

novel materials, including gold, pyrites, horns, wool, coral, and beech woods. She thinks that all these everyday items across the globe might more accurately portray human thought and a passion of living. It has proven challenging to satisfy folk's consuming demands with conventional silver jewellery. Daring to deviate from the conventional unique vision of silverware, the inventive use of material, as well as the inventive presentation of designs, could better satisfy customer demands. Any company's style should express a variety of lovely principles and hobbies in the daily lives of people rather than just being the layout of a bit of functional technology or equipment. The style semantics approach offers additional possibilities for silver ornaments growth and transforms the related design of silver jewellery into a true design discipline that integrates artistic and cultural influences.

### **LITERATURE REVIEW**

In several regions across the nation, lace is still handmade, although land is being lost to industrial output on a daily basis. Several geographical areas are associated with the manufacture of particular lace techniques. For example, "labirinto," Renaissance, Irish, and bobbin lace are popular in the north-eastern parts, while macramé, grampada, as well as other techniques are popular in the southern parts. In terms of history, lace manufacturing was a skill that spanned ages, but with the Industrialization, lace manufacturing became mechanised, and it was then sold on a much bigger and much more cheap scale. From such a revolution to the moment, the accessibility of goods—both lace and real goods that were derived from one's citations it feasible for developers, creators, learners, and investigators to use past documentation systems in an intuitive or scientific manner to create exciting options and remedies for goods (Felippi and Rüttschilling, 2012).

In "sustainable jewellery" products, a new embedded innovation procedure is called "Seeds-based Jewellery" shows the usage of organic components in jewellery making. As a result, few suitable seeds are ground up and combined with metal to provide a distinctive urban fashion look. The focus of the study is going to be on the kinds of seed which are suitable for use as jewellery-making materials in tropical climates. The objective of this investigation is to test the possibility of using an identified natural seed as the primary component of "seeds-based jewellery" by examining its unique beauty and significance. The "Areca Catechu (Betel Nut)" seeds underwent arduous exploration as well as experimental test procedure in the laboratories. The results of the study demonstrated that the product is strong and reliable enough to maintain its "Seeds-based Jewellery" certification. The

hypothesis test found that perhaps the "confirmed" tropical seed element might be utilised for manufacturing jewels (Mohamad, et al., 2014).

In addition to styling, additive manufacturing (AM) is employed in the manufacture of tissue-engineered aeroplanes, dental work, and medical implants. AM does have the advantage of offering more creative freedom to construct detailed and sophisticated patterns that would be challenging to manufacture by employing conventional techniques. AM is therefore used to create clothing and accessories such as jewellery and garments since it enables bulk customization. There are many AM fabrication methods now available for creating jewellery and clothing. Prior to printing, it is necessary to take into account modelling software and crucial design processes in order to effectively produce the items. Also, a number of polishing procedures must be applied to 3D-printed fashion accessories in order to enhance their beauty and raise their considered worth in the eyes of consumers. The final section of the paper quickly discusses the potential uses of 3d printing technology designed brands, paying particular attention to the creation of novel substances and AM machines and the way the fashion business could handle concerns about copyright violation. This study aims to give readers an overview of the present state of 3d printing technology fashion items, in addition to views into how they are made utilising additive manufacturing (AM) (Yap and Yeong, 2014).

Lukitaputri and Yadrifil, (2015) found that amongst eight additional businesses with prospective exporting goods, the jewellery business in Indonesia took second place, behind the food processing sector, which is rated best. The jewellery business in Indonesia has experienced a significant uptick in exports over the last 5 years, with just an estimated yearly price rise of 30%. This investigation concentrates on the silver-based jewellery market and include a test case of a Bali-based business that produces silver-based jewellery. Every location has a distinctive style when it comes to themes, that are typically connected to the local history. Most artisans have been in business for several decades, employing their knowledge and tradition in respect of creation and manufacturing techniques. This backdrop has a significant consequence for the manufacturing yield of the jewellery industry, due to its propensity for instability. This is due to the efficiency of artisans is intimately tied to their abilities, the complexity of the layout, and social traditions.

Documentary cameras are occasionally used during conjunction using dynamic white boards to teach themes associated with conventional jewellery designing and patterns production,

particularly for visualising various hand processes for jewellery designs and conventional hand patterns manufacturing. Interactive white boards are employed in the teaching of working using specialised software such as 3D design, CAD platforms, including raster and graphics applications, particularly the appropriate and optimum utilisation of drawing and customised instruments for preferred direction and patterns creation shapes. IWB and documentary cameras applications result in more than just increased visualisation. With all the aid of such instructional technology, entire or portions of lessons are captured in clips and made accessible to learners at the online learning system, via connections decided to add to online books as well as online manuals, or via QR codes in conventional paper school books. The learners can access such videos on YouTube anywhere at any time from every web gadget or as many occasions as necessary, depending on their requirements.

Cooper, (2015) informed that the original proposal and planning phase determine a jewellery item's innovativeness during in the beginning stages of its creation. The designing method enables its formulation and growth of ideas and concepts in addition to the unique personalization or customization of an object, helping the creation of novel goods that are both marketable and sustainable. Technical techniques like CAD, prototypes, and light construction are used to translate these thoughts and concepts into fine jewellery goods. Technical feasibility is typically an important factor at every phase of the design procedure.

Wannarumon, (2010) examined that a fundamental component of the design stage is conceptual design. Typically speaking, it exhibits the traits of complex, unsure fuzzy situations. Several thoughts are usually generated throughout concept design, and these concepts are quickly sketched on a piece of paper using a pen. As design concept typically necessitates thorough, solid, and accurate descriptions of design geometries, that are typically only accessible during the subsequent comprehensive design phase, computer-aided design (CAD) technology is rarely employed in concept design. The use of computer-aided design and artistic technologies is crucial throughout the whole process of development, from the early conceptualization of concepts to the optimisation of design specifications. For design optimisation and information sharing in design applications, artificial intelligence (AI) is becoming progressively crucial. Expert systems (ES), an example of an artificial intelligence (AI) technology, use human expertise to tackle issues that ordinarily call for human brains and creative thinking. Artists can improve their ideas and create fresh concepts using current forms with the aid of evolutionary algorithms (EA).

According to Zeng, et al. (2014) A great deal of focus has recently been paid to sketch-based modelling. Here, we present blue Sketch2Jewelry, a framework for modelling semantic features in jewellery designs created using sketches. In this article, the recently developed semantics category contains information concerning the creation of jewellery and provides a wealth of semantic data. By utilising semantic information, sketch-based featured extraction may focus its query and profit from inputs sketching parameter estimation for features instantiation and location. In contrast to earlier commercialized functionality modelling systems, such as SolidWorks, that are restricted to false drawings, Sketch2Jewelry addresses the inaccuracies and confusion issues of free - hand drawing entries (i.e. not real freehand inputs). The suggested Sketch2Jewelry technology may considerably boost the effectiveness of jewellery design because semantic characteristics are high-level building elements that work with sketch inputs. Moreover, Sketch2Jewelry enables non-experts to layout sketch a complicated jewellery layout easily and effectively.

**Objective:** To know the sources of ideas for Jewellery designing.

**Methodology:** The researcher had considered people from jewellery industry to know the different sources of ideas for jewellery designing. The survey was conducted with the help of a questionnaire. The data were collected from 155 jewellery shop owners and designers. The researcher had collected the primary data through random sampling method and was analysed by statistical tool called mean.

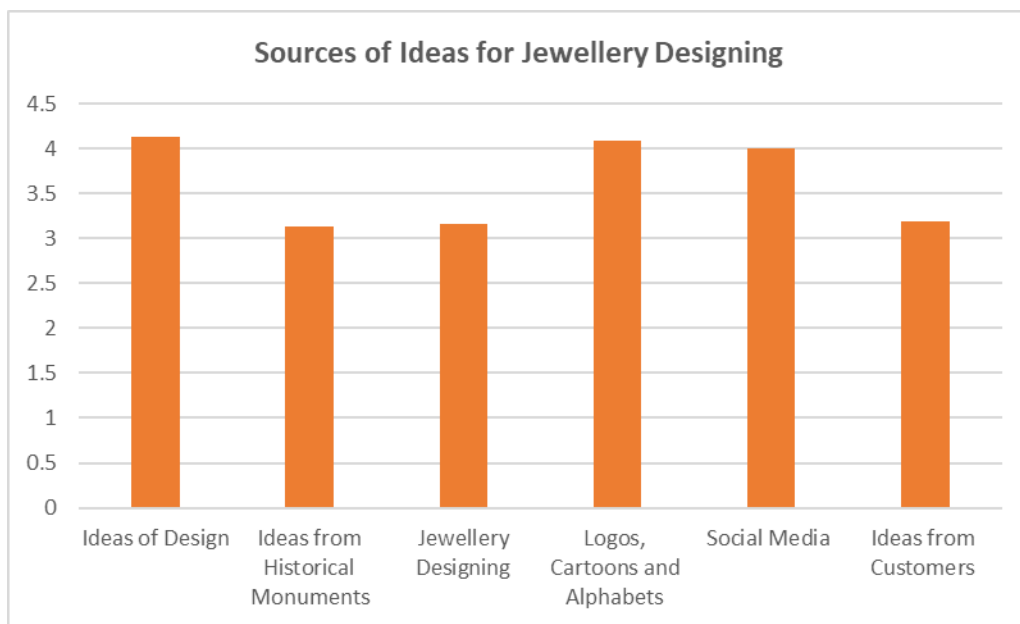
**Findings**

**Table 1 Sources of ideas for Jewellery designing**

<b>S. No.</b>	<b>Statements</b>	<b>Mean Value</b>
1.	Nature is an endless stock of ideas to design a new jewellery	4.13
2.	A designers can get ideas from historical sculptures, monuments, and calligraphy	3.13
3.	Themes and concepts are others sources bring new ideas of jewellery designing	3.17
4.	Logos, cartoons, and alphabets are some other source of ideas to design jewellery as per the demand of customer	4.09
5.	Social media is also a major source of ideas that can help in jewellery	4.00

	designing	
6.	Personality of designer and customers brings new ideas of designing a jewellery	3.19

Table 1 shows the sources of ideas for Jewellery designing. The respondent says that Nature is an endless stock of ideas to design a new jewellery with mean value 4.13, Logos, cartoons, and alphabets are some other sources of ideas to design jewellery as per the demand of customer with mean value 4.09 and Social media is also a major source of ideas that can help in jewellery designing with mean value 4.00. The respondent also says that Personality of designer and customers brings new ideas of designing a jewellery with mean value 3.19, Themes and concepts are others sources bring new ideas of jewellery designing with mean value 3.17 and a designers can get ideas from historical sculptures, monuments, and calligraphy with mean value 3.13. Figure 1 shows the mean values of the sources of ideas:



**Figure 1 Sources of Ideas for Jewellery Designing**

**CONCLUSION**

A significant chunk of computerized jewellery was made for ladies, indicating the demand for analogue jewellery, in contrast to devices, which were primarily intended to be unisex. Just about all gadgets with the shape of computerized jewellery were made by jewellers or artists who had a flair for jewellery. It should come as no surprise that no jewellers developed the devices. Similarly, to this, the overwhelming bulk of devices have been constructed from

elements that are frequently used in product development, like silicon, alphanumeric displays, and utilitarian polymers. Contrarily, computational jewellery gadgets were created employing components that are often found in jewellery, like gems, metal, leather, ornamental polymers, etc. This study was conducted to know the Sources of ideas for Jewellery designing in jewellery industry, and it is found that Nature is an endless stock of ideas to design a new jewellery, Logos, cartoons, and alphabets are some other sources of ideas to design jewellery as per the demand of customer, Social media is also a major source of ideas that can help in jewellery designing.

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