

Research on Creative Thinking Expansion and Exploration in Jewelry form Aesthetic Design

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ABSTRACT

Objective Exploring the meaning of formal aesthetic design of jewelry and the expansion form of creative thinking to promote the rapid development of the jewelry industry. Method By elaborating the expansion ways of formal beauty value, application and creative thinking. Conclusion It is proposed that the beauty of jewelry form is very important, and the influence of creative thinking on its design goes beyond itself, providing a broader space for jewelry design innovation.

Keywords: *jewelry; design; beauty of form; creative thinking.*

1. INTRODUCTION

In recent years, with the development of science and technology, the people's living standard has improved, who also have a higher pursuit of jewelry. They require not only the craft fine can play a decorative role, but also requires a sense of formal beauty, which is able to carry a certain cultural and artistic connotation [1]. Creative thinking for jewelry design is invaluable, its presentation throughout the entire process of design, only to expand its integration into the design, in order to provide a broader space for jewelry innovation.

2. THE VALUE OF FORMAL AESTHETICS IN JEWELRY DESIGN

The main function of jewelry is to decorate. When people are choosing jewelry, the first thing they would pay attention to is its formal aesthetics. The degree of external beauty can deeply attract the audience's attention, rising from the love to the understanding of its connotation as well as the desire to buy. Any piece of jewelry is a certain shape to convey a specific beautiful sentiment, to express the beauty of the material, and rely on a certain technology to achieve. To show the beauty of the form, the shaping design of the appearance is the first, and other elements to the expression of the theme together play a supporting role. Thus, the beauty of form is the premise of jewelry design, whether it is traditional handcrafted jewelry or

mass-produced modern jewelry products, the beauty of form is always the original intention of people to choose and treasure jewelry.

Jewelry art is different from other design arts, which represents beauty in itself. Only with the help of the form of beauty expression, it has the value of existence and people will be willing to wear it. It is due to the unique existence of form that a piece of jewelry is endowed with profound power to better inspire designers to form new aesthetic ideas, creative techniques. Formal and visual beauty is a prerequisite for psychological beauty, and without the presentation of formal beauty, people cannot have a sense of psychological beauty. It is also because of the existence of form that people will express the essence of jewelry design through the language of modern jewelry design, catering to the trend of international design art.

2.1. Performance in theme design

Theme is the foundation of jewelry design, and theme creativity is the core of jewelry design. The so-called theme is the connotation that jewelry wants to express. It has a clear direction, which can make consumers feel the emotion and culture contained in it, so that people can resonate at a certain level. The determination of the theme directly determines the attractiveness of jewelry design to the target groups, so designers should first study the living conditions and

psychology of the target groups, and then integrate their own creativity into the theme design.

2.2. Performance in terms of aesthetic degree

The original purpose of jewelry design is to design works with aesthetic feeling, including the expression of the external aesthetic degree of jewelry, such as color, shape, style, etc. People's first feeling of jewelry is often to understand the design connotation of this piece of jewelry by observing the external aesthetic, so the most obvious presentation of a piece of jewelry is its external aesthetic expression. Designers should combine the connotation of design works to design the external style of jewelry, including color, shape, style, etc. After all, beautiful things can often resonate better, especially for jewelry and other things with typical appreciation values. The external aesthetic degree can better attract people's eyes, from the external love to the understanding of the connotation of jewelry.

2.3. Performance in terms of collection value

For a piece of jewelry, people will consider its collection value in addition to their love for it, which is also an important consideration in addition to its aesthetic value. Nowadays, the amount of mineral exploitation is less and less, and precious gems are difficult to be acquired by human beings. Therefore, the demand for rare gem jewelry is in short supply, and the appreciation space of its collection value is greatly enhanced. Collection refers to consumers' purchasing related jewelry with their own preferences, and its main purpose is self-appreciation, value preservation or inheritance for the next generation.

2.4. Performance of functional creativity

Performance of Creative Thinking in Jewelry Functional Design With the progress of science and technology and the communication of information culture, creative thinking in jewelry design is more active and creative ideas are more diversified. Creativity is constantly developing with the progress of the times, so in different times, designers should give new life meaning to jewelry. In modern society, science and technology are the core forces of social development, so the functional creativity of jewelry design should also incorporate the elements of science and technology. For example, the design of smart bracelet, in addition to its basic function of sports bracelet, should also incorporate more fashionable and elegant elements, so that consumers can wear it on various occasions. For example, in the creative design of necklaces, the functions of receiving information and talking can be integrated into them, and the implanted intelligent elements can be safely processed. The diversified design of jewelry functions is the inevitable trend of the

development of the times and the main expression of creativity in jewelry design.

3. THE APPLICATION OF FORMAL AESTHETICS IN JEWELRY DESIGN

Jewelry design is about the effect of visual communication, and its artistic success cannot be separated from the formal beauty of the work, from the general law of formal beauty, from the perceptual role of form, color, line, etc. Only in this way can impact the human senses, have an impact on the human mind, and give them a sense of beauty. In jewelry design, the expressive power of formal beauty is mainly reflected in the following aspects:

3.1. Balance and Symmetry

Most of jewelry design works with the modern style adopt the design technique of balance and symmetry, making the shape look very harmonious and have a sense of formal beauty. Balance refers to the sense of stability in jewelry. For example, a large diamond with some colored stones or small diamonds set around it, which type of design can be called balanced. Symmetry refers to a figure or object having a corresponding correspondence in shape, size and arrangement in and around the center of symmetry, which is the best expression of a line as a central axis, ensuring that the top, bottom, left and right sides are balanced.

3.2. Contrast and Harmony

Contrast and harmony belong to two different states. The blending of different design elements in a piece that effectively highlights the differences is known as contrast. For example, juxtaposing two raw diamonds, red or sapphires that have nothing in common, in a piece of jewelry, or a black pearl in platinum. The piece gives a striking, sharp artistic impact. Harmony refers to the juxtaposition of raw materials of adjacent colors, such as purple and red, blue and green, etc. Through the combination, processing and inlay, the elements that make up the picture coalesce harmoniously with each other, gives a sense of harmony and integration of beauty.

3.3. Diversity and Unity

Diversity and unity design in jewelry design mainly refers to the organic combination of several design points in the beauty of the style, which shows a certain order. On the whole, it is harmonious and full of changes, forming a scene that is complex and diverse, but not chaotic, changing in unity and unifying in change. In jewelry design techniques, this composition change is widely used in modeling form, the use of color and the selection and arrangement of gemstone

size, which not only enriches the modeling effect of jewelry, but also produces a great visual impact, and thus achieves the formal beauty.

4. APPLICATION OF COLOR EXPRESSION IN FORMAL BEAUTY DESIGN

As an indispensable formal language of contemporary jewelry, color is the most striking element and crucial link to convey personality and show style in the formal beauty design of jewelry. It exists independently across regional, ethnic and cultural differences. The color of jewelry is not single, but will be affected by the inherent color of the material. Each material has its own unique color sense. Therefore, in the design of formal beauty of jewelry, we should earnestly follow certain aesthetic rules, constantly explore color matching methods suitable for jewelry design, effectively avoid the deficiency and deficiency in color application, and then improve the design level and formal beauty of jewelry through scientific color matching.

4.1. Symmetry and balance of colors in formal beauty design

The color symmetry of jewelry is a form derived from morphological aesthetics. Symmetry can be divided into left and right, radiation, cyclotron and other forms. The symmetry of color in jewelry can bring people a sense of solemnity, generosity, seriousness and calmness, and make people achieve absolute balance visually. However, it is precisely because of this too conservative form that it is easy to make people feel that such jewelry lacks due vitality, giving people unpleasant feelings such as monotony, dullness and rigidity. Balanced color is another form of jewelry beauty. This form has a good balance. Although it is asymmetric, it gives people a sense of relative stability through vision because of the differences in the weight, strength and other colors.

Although the concepts of symmetry and equilibrium are different, their internal stability is the same. It's difficult for artistic modeling with poor stability to produce aesthetic feeling. The color balance includes up-down balance, front-back balance, etc. In the color design of jewelry, we should not only pay attention to the adjustment of area, shape, material and other factors, but also pay attention to the appropriate adjustment from a certain proportion of space, so as to win the jewelry with balanced overall color vision. Compared with complete symmetry, the color balance in jewelry design is more flexible and changeable. It is lively, free, lively and interesting, and has excellent balance, which is more in line with the aesthetic needs of most people.

It is also the usual color matching method in jewelry design.

4.2. Color contrast and harmony in formal beauty design

Color contrast is a kind of balancing effect of human retina on color, which includes hue, purity, lightness, comprehensive contrast, etc. If there are multiple groups of comparisons, the difference between primary and secondary, strength and weakness should be fully reflected. Can be obtained by widening the contrast color gap. The factors that form the color comparison relationship are: cold and warm, deep and shallow, bright and dark, orange and blue, black, white and gray, etc. In jewelry design, contrast is an important way to give color expression and effect. For example, the main stone is an emerald. If the color matching of the adjacent jadeite stone is supplemented with red, it will form a vivid color contrast and embellishment effect, which will make the work more colorful and linguistic.

Harmony refers to the expression that colors tend to be consistent in tone. It and contrast are the concrete practice of color unification and change. The methods of color harmony include approximate harmony, identical harmony, order harmony, area harmony and so on, which can be flexibly applied according to the design needs. For example, in the design of colored gems, when the contrast effect of more than two colors is very stiff, and there is color conflict, you can choose another color to add it, so as to harmonize the overall color of the work and make the overall sense of jewelry stronger. Another example is aquamarine, which is made of both light blue and dark blue. In the design, we should make full use of this feature and coordinate with it to get the desired effect.

4.3. Unity and change of color in formal beauty design

The basic principle of aesthetics is the unity and change of color. In jewelry design, rational use of dominant color, matching color and embellishment color will achieve the best effect of color unification and coordination. The dominant color plays an important role in this process. For example, for inlaid jewelry, the color of the big gem is the main color tone. After the overall color tone is clear, it should be matched with local and detailed color matching and appropriate changes. Jewelry is designed with small gems. After comparing the proportion of colors with other materials, we can determine the main color tone and the specific application of colors. The proportion of main colors is generally large, and the proportion of secondary colors is relatively small. The uniform color tone makes the expression of the theme clearer, and the jewelry gives people a sense of integrity.

Jewelry design has only a uniform color tone, and without any change, it appears monotonous and non-layered. Between the main color tone and the embellishment color tone, it is necessary to make clear the primary and secondary relationship, and it is not rigid to be energetic and colorful. Only when colors form a mutual echo can they arouse the sense of visual rhythm.

5. THE EXPANSION OF CREATIVE THINKING IN THE DESIGN OF FORMAL BEAUTY

5.1. Creative thinking dominated by color beauty

Color is the indispensable formal language of contemporary jewelry. Most of the color-driven creative thinking in jewelry design is in the form of points, lines, surfaces and bodies, which are arranged in a regular and stable manner, thus making the works present an orderly aesthetic. Because the jewelry material itself has different colors, such as gorgeous gemstones, colorful K-gold, as well as enamel, electroplating, inlaying gold and other colors expressed through various craft techniques. Therefore, different colors can make people produce different relevant associations and emotional effects, so as to obtain a specific symbol. For example, different colors are used to express the corresponding emotions such as warm and cold, strong and weak, beautiful and warm. As an aesthetic property, color occupies an important position in aesthetics, which use and combination are becoming more and more diversified.

5.2. Creative thinking dominated by material beauty

Material-driven has become a specific and exclusive design thinking for jewelry. There are many types of materials, rich in color and luster, rustic, luxurious or subtle. Different materials convey different styles of aesthetic expression, and also have a corresponding induction on human psychology ^[2]. The key to creativity is to apply the art to the material. The selection of materials should be based on the design concept, characteristics and value of the jewelry itself. It should not be second best and should not be limited to traditional materials such as diamonds, gold, silver and pearls, but also new materials such as artificial stones, ceramics, resin, plastic, glass and so on. In modern jewelry design, the monotony of the previous traditional material selection has been changed, bringing a broader creative space for its design and providing more opportunities for creative thinking.

5.3. Craft beauty-led creative thinking

With the innovation of jewelry design through creative thinking on traditional production process technology, new process technology has been widely used, such as stamping process, powder metallurgy, laser, etc. ^[3]. Creative thinking led by craft beauty shows its magical power, resulting in various innovations in the form and function of jewelry. For example, an insect pattern pendant designed in gold with jade, which insect wings are equipped with movable clasps, and the insect wings can be made to raise or lower according to personal preference, and worn and used at will. Another example is the lotus flower jewelry cover dual-use ring (see picture). This ring is a gorgeous cap of colored stones set on the ring, the top of the cap carefully created a lotus flower pattern, open the jewelry cap and another pattern, natural coincidence with each other, novel ideas to give the wearer a new feeling.

6. CONCLUSION

Jewelry design is an art form of creation. Each form has its own unique beauty as well as the expressiveness. Without the formal beauty of art, it will be difficult to express creative content and ideas, and design will lose its meaning. Therefore, it hopes to expand the width and depth of creative thinking and artistic design from different angles, and to give works a space that is not limited by time and space, in order to achieve the expectation of the heterogeneity of jewelry expressions.

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