

Research on Emotional Expression Paths of Designer in Jewelry Design

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Abstract: In today's experiential economy, jewelry products exist as a valuable expressing feelings and communications besides emphasizing the role of decoration. The emotional expression forms in jewelry design mainly include intuitional emotion form, superficial emotion form and social emotion form. The emotional expression paths of designer in jewelry design mainly have the following several kinds: vision path, touch path, hearing path and multi-sense path. This paper elaborates the meaning of the above paths in detail through a series of cases to provide some references for relevant researchers.

1. Introduction

Jewelry has existed as an ornament since ancient times [1]. The purpose of decoration itself is to express feelings, wishes, psychological characteristics and other specific emotions. From this point of view, jewelry has begun to emerge as a tool to express emotions in the early stage of development. During this period, the focus of jewelry design is mostly to play its decorative value, not really put the human factor in the first place. In the modern era of emphasizing experiential economy, whether designers or wearers, their requirements for jewelry design have begun to penetrate from superficial form to connotation. It requires designers to form interaction mode with users in the design process, fully integrate user's emotions and their own perceptual awareness into the design, so that the emotional value of products can be realized. In today's spiritual consumption, jewelry products should pay more attention to understanding and innovation at the reflective level on the basis of Designer's constant strengthening of formal beauty and emphasizing instinctive design. From the perspective of visual perception, innovation at the reflective level means that when people touch the elements of color, shape, material and so on, visual information leads us to a state of thinking about the product, which can be recall, touch, or emotional support and traceability. Emotional design requires the designer to synthesize the effective information inside and outside the user from the user's point of view, and transform the information into elements with expressive and aesthetic value and apply it to the design. Single jewelry form cannot meet the personality needs of the public more and more. Consumers pay more attention to emotional factors in jewelry products. In a word, emotional design is a design pattern that injects emotion into design. It meets the emotional needs of modern people, and now it has become a trend of design development [2].

2. Emotional Expression Forms of Jewelry Design

2.1 Intuitional Emotion Form.

With the development of modern science and technology, there are many new materials, which enrich the language and expression of jewelry and make jewelry more vitality. Let designers tell people a story and a thought through the use of these materials and the creativity of jewelry. In jewelry design, a variety of materials are used to make a jewelry, but each material has its own unique intuition, has its own characteristics. Diamonds embody nobility, sapphires embody mystery, crystal translucent has a pure symbol, different colors of crystal represent different meanings. Such intuition allows the viewer to see and experience more directly, making it communicate silently with jewelry. When consumers touch a piece of jewelry, they will have different feel, such as light and heavy,

smooth and rough, cold and warm. These are the psychological reflection of the toucher in his mind. Every wearer has his own aesthetic point of view and his own preferences. Like to make a suitable Jewelry through self-improvement, which will make wearing a certain degree of satisfaction [3].

2.2 Superficial Emotion Form.

Superficial emotion is also an important way in emotions, which is directly reflected in people's emotions. Emotions are reflected in social life. Under the effect of external objective things, people themselves as the main body, there will be certain emotional reflection of objective things. Face expression, heart feeling, emotional sustenance, as well as spiritual and other reflections, these feelings together will produce people's own feelings of certain things or people's hearts. In jewelry design, this emotional element can be expressed in language or several expressive forms, so this form will have its own appeal. Designers and consumers, the mood of the viewer will be directly reflected in the resonance produced in the design and viewing, and in the products chosen when consuming. In the whole design, it embodies the smoothness of fluidity, the unspeakable melody and dynamics, the overall visual language is relatively lively and happy in the design techniques, the streamline shape, and the smooth appearance, all reflect the design's memory of life and instantaneous beauty. To arouse the viewer's memory and emotion of happiness. The superficial emotions can affect the intuition of designers and viewers.

2.3 Social Emotion Form.

As the most advanced and complex emotion peculiar to human beings, social emotion is a very important form of expression in emotional language and the most important emotional expression that jewelry designers attach most importance to. It is a more advanced language combination. It can be said that without expressions and emotions as the basis, there will be no emotional language resonating with designers and viewers. If intuitive and superficial emotions are the basic elements of emotional language in jewelry design, then social emotions are the means of emotional language in jewelry design. Designers create and understand works through themselves. Combining with the cultural background of the real society, using emotional voice elements to design jewelry has more far-reaching significance. There will be corresponding changes due to the differences of society, nationality, country and region. But emotions come from the influence of the surrounding environment on themselves, because in objective things. In some relationships, there is a need between people. This large amount of sociality makes the emotions of oneself changeable. The social emotions here are explained by the influence of society on people's emotions. Jewelry is a product to convey emotions, which can express social fashion and social spirit [4].

3. Emotional Expression Paths of Designer in Jewelry Design

3.1 Vision Path.

Visual system can be said to be the most important sensory system of human beings. Studies have found that vision is the most obvious sensory stimulation to human beings. Vision is the leader of other senses, which leads the trajectory of other senses. The human visual system can acquire the image information of the external object in the first time and transmit it to the brain to form a preliminary impression of the object. In addition, when various kinds of light stimulate human eyes, human beings will produce complex physiological and psychological changes in the brain, which is the guiding role of vision in the human body system. Visual perception is the first sense of human contact with jewelry. Visual capture of the product's color, shape, size and other objective circumstances, including the volume, weight and composition of the impression of relevant physical characteristics. The emotional expression of jewelry visual aspect can be realized through material selection and design combination. In terms of materials, jewelry as a decoration of the human body, because of its own characteristics, the materials used in traditional jewelry have the characteristics of beautiful color and shining light, which makes jewelry itself a great attraction to human vision. In the

aspect of design combination, designers design through color and shape. Beautiful materials can also bring beautiful visual experience to human vision after they are processed by designers. Nowadays, modern jewelry has developed into a rebellious era. Users are no longer satisfied with traditional materials and traditional forms of jewelry products. More designers begin to pursue jewelry works that can bring unique visual effects to people. Designers use non-traditional materials for non-traditional design to bring people non-traditional ways of use, so that users have different visual experience.

3.2 Touch Path.

Touch is the most basic sense, conveying the most real and delicate feeling. The medium of tactile sense is the body itself, jewelry is one of the objects closest to the body. In the design, we should fully experience the tactile sense, touch the eyes and hearts of users through the contact of user's hands and every inch of skin with objects, reach the emotional resonance, and form a perfect tactile experience. The diversity of jewelry material brings different tactile experience to users. Metal jewelry and wood jewelry bring different tactile experience to people. Different tactile experience shows different styles of jewelry. Different styles of jewelry also represent different emotions. The diversity of jewelry craft types will also be different. Bring different tactile experience, jewelry surface texture and jewelry overall shape will bring people corresponding emotions. The diversity of jewelry functions will also bring rich tactile feeling. Some jewelry has the function of playing besides wearing. Even some jewelry can change the shape of jewelry by touching. This kind of touch is a kind of initiative behavior. This unique tactile experience makes jewelry unique. Style and bring pleasure to the wearer. The emotional expression of tactile jewelry generally has two aspects, one is the pursuit of comfortable tactile experience. The other is the pursuit of interesting behavioral tactile feelings. The comfortable jewelry is the direction pursued by many jewelry brands. The rhythm of life makes jewelry an ornament that integrates human body rather than a beautiful burden. Many brands of jewelry design concise style, lightweight body design works, and develop new light metal to seek this comfort. These jewelries conform to ergonomics, can better fit the wearer's body, will not let women wear jewelry to bring redundant burdens, thus bringing comfortable touch feeling to users.

3.3 Hearing Path.

Hearing plays a very important role in people's daily life. It can help animals adapt to environmental changes and is an important tool for people to exchange ideas. The most typical way of expressing emotions with hearing is pacing in traditional Chinese jewelry. Pacing is the jewelry worn by ancient women on the side of their temples. Women who wear pacing make pleasant sounds in their daily actions. This kind of voice was once used to define whether women are perfect or not. It can be seen that voices are in jewelry. It has profound emotional implications. The choice of jewelry materials is mostly metal and jade, which can produce sound by impact itself. The sound produced by different materials gives people different feelings, and different timbres also shape the character of different materials. Designers often produce sound through flexible design, and the sound produced by different shapes is also different. Ancient people often heard and knew people. Slow, rhythmic and cheerful voices represented people of different personalities. It was as if voices could tell stories. It was obvious that the voices produced by jewelry also expressed different emotions. The way of auditory expression of emotions belongs to the cognitive level of jewelry emotional level. Designers need to understand the combination of materials and materials in order to design a design product with charm. The outer shell of the bell is platinum, and the inner part of the bell used to make sound is changed into precious stones such as diamonds. Designers use more abundant decorative materials to increase decorative quality. There are many kinds of products, such as pendants, earrings, rings and hand rings. When people are moving, bells accompany the frequency of activities, sending out a wonderful sound of collision between diamonds and precious metals, bringing people a sense of hearing beauty.

3.4 Multi-Sense Path.

Multi-sense is a combination of multiple single senses, which can produce more abundant senses. The senses are interoperable. For example, delicious food has a delicious appearance, a mouth-watering smell, and a sense of enjoyment when tasted. These feelings convey a sense of pleasure. This is a psychological phenomenon, where all kinds of sensations cooperate with each other to produce the final result, and all kinds of sensations stimulate each other. A nap in a pink environment makes one feel weak. But let it go into the blue environment, and keep it for a few seconds and then it will regain its energy. Green can effectively improve fatigue. Compared with red, green can improve people's hearing sensitivity, which is conducive to thinking concentration, improve efficiency and reduce fatigue. It also slows breathing and lowers blood pressure, but the monotonous color, especially dark green, in psychiatric hospitals can easily lead to hallucinations and delusions. This Brooch will jump with people's footsteps. This Brooch mobilizes people's multi-sensory collective operation to achieve the purpose of transmitting information and forming the final feedback emotion. Balance emphasizes the balance of appearance, shape, color, material and processing technology. Jewelry should satisfy the balance of visual and psychological feelings, similar to such a feeling, such as when we enter a strange indoor space, indoor space layout and items display can quickly let us feel the coordination of space layout. From the point of view of product itself, balance refers to the harmony of product size, color, material and processing technology standardized through the overall analysis of users. Considering the ecology and environment, the concept of green design is applied to the design to satisfy the sense of physical balance in visual and usage of products. Starting from the relationship between jewelry and wearer. Balance emphasizes the visual sense of harmony between users and others. It requires jewelry and other elements attached to the body to form a harmonious relationship and give people a sense of beauty. From the people-oriented design concept, it refers to the design for users, the humanistic feelings into jewelry design, the emotional experience of users expressed with design elements, to meet the aesthetic and psychological needs of users. Multi-sensory expression of emotions is a multi-directional expression of emotions, which can integrate the cognitive and behavioral levels in jewelry design, thus causing feedback at the user's emotional level. Emotional expression through senses is the basis of emotional design. Emotional jewelry design should regard the whole jewelry design process, production process, wearing process and acceptance process as an emotional experience. Different processes of experience will stimulate users, thus forming a variety of emotional experience and emotional reaction. Feedback, more and more modern jewelry designers pay attention to the emotional expression of jewelry design.

4. Conclusion

Emotional design is of great significance to the study of jewelry design method. The design method of integrating emotion into jewelry design is actually a way to study the relationship between people, jewelry and wearing environment, and to integrate more emotional factors of designers and users. The design of good jewelry products with people-centered and emotional value can not only set off personal temperament, enhance charm index, but also better express oneself, realize self-value and personality aesthetic experience.

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