

The Role of Creative Designing in Gold and Jewelry Industries

Elahe Kamandi¹, Mahin Sohrabi Nasirabadi*²

¹Master of handicrafts, Alzahra University, jewelry instructor of Iran Technical and Vocational Training Organization

²Assistant Professor, Alzahra University, Iran

Received: May 14, 2015

Accepted: August 27, 2015

ABSTRACT

Jewelry industry is one of profitable and important industries. Hence, creativity is a necessity to prove and extend the industry while make strategies to keep it active. Since creativity and new ideas are critical in the industry increasing the income, it could be one of great areas in job opportunities. The aim of this study was to define the creativity and innovation while studying the role and importance of designing in entrepreneurship by the experts.

KEY WORDS: creativity and innovation, designing, entrepreneurship, jewelry, production

INTRODUCTION

Designing is one of the main issues of jewelry industry in Iran since it is one of weakest point compared with foreign competitors. Designing is the key to develop entrepreneurship and to trade internationally. To improve the production level, goldsmiths and industrialists should care more to the designs with the financial help of entrepreneurs. Although the cost is high, the profitability covers it, especially for the manufacturers. In jewelry industry, experience, innovation and creativity are effective in improving the entrepreneurship through making more jewelry and having more orders.

Creativity in designing jewelry creates more profitable opportunities. To do so, understanding what skills and abilities are essential to make a new design would be critical and effective in entrepreneurship. The reason is that factors like creative ideas in designing, using the techniques and ideas, strong marketing strategies and sources and innovative thinking are necessary for successful business and high profits.

The definition of creativity and effective factors on creativity and innovation

Creativity is defined as “attempts to change the social or economical potency purposely and using mental abilities to find a new way and context”. In fact, it means to create something unique and new.

“creativity is the ability to develop new ideas and to explore new ways in studying the issues, problems and opportunities. It is combining the old things to build the new ways, eliminating the redundancies and making something simpler and better.” (Farsijani, Shabani, Torabi Pour, 2011:64)

The origin of creativity and innovation could be a known demand, an issue or a problem. Creativity might also include finding unique opportunities which could result in fundamental revolution. Some factors are involved in forming the creativity totally. Robert G. Sternberg and Lindy Ohara mentioned some of these factors as below:

- 1- Knowledge: Basic knowledge in a limited field and experience over the years
- 2- Mental ability: Being able to provide a creative idea by redefining and communicating in new issues
- 3- Thinking style: The creative select the developed style rather than the provided method
- 4- Personality: The creative generally have some traits including being stubborn, resistant to external and internal pressures
- 5- Environment: The creative are often able to appear more in supportive environments (Aghaei, Arani, 2006: 37)

Creativity and innovation in jewelry

The jewelry industry is of industrial, economical and employment importance not only based on the content and cultural and artistic aspects, but also due to the expansion and creativity potential.

“innovation is a complicated activity that begins from understanding an issue to finding out a new belief as a solution of the problem and then taking it as a economical/ social value. In addition, innovation should be differentiated than the creativity since it means developing a new product, process or meaning of something to fulfill the demand. All innovations rooted in beliefs.” (Aghaei, Arani, 2006; 37)

Valuable masterpieces of Peter Carl Faberge, a Russian goldsmith in 20th century, changed the basics of jewelry industry completely. Of other approaches at the beginning years in 20th century was the increasing trend

* Corresponding Author: Mahin Sohrabi Nasirabadi, Assistant Professor, Alzahra University, Iran

of using glass blocks in jewelry industry. This was somehow a transformation trend from one material to the other. Though using fossil fuels was predominant in jewelry in the years, glass blocks kept its position as the most important constitute in European jewelry.

Caries Rene developed famous art pieces as Object Art and other great jewelry. He was the originator of Arnao style jewelry which interrupted upon beginning World War I. Then, another type of jewelry became well-known as "Fashion Designers". The jewelry made by these designers, which mostly made with cheap stones, were commonly came from individual taste and preference rather than the product of an advanced and modern work. Coco Chanel have established the way in 1930s and 1960s. He made hanging jewelry inspired from the charm-like symbols and works, e.g. pearl falls used in day-time, as the hyperbole mimics of real symbols.

The revolution of the youth in 1960s introduced a new phenomenon to the world. A mixture of modern art and technology in embossing was the basic of artworks of artists such as Paco Rabanne in Up Art method.

The developing industry of Iran needs knowledge- and innovation-based patterns and designs to participate in world trades.

"Based on Rogers-perspective, idea innovation is defined as the method or topic that counts as a new one personally. Considering an idea as a novel one is not related to its first usage or its discovery but the conclusion or mental newness of an idea defined based on the person's reaction. If the idea takes as a novel one for the individual, it is the innovation." (Tourani, Aghaei, Manteghi, 2012:40)

Creativity refers to making ideas, methods and new actions while innovation is about the production process and also implementing the creative idea in a specific area. Creativity is the beginning point of the innovation. It is the requirement but not the only one.

Entrepreneurship means recognition and exploitation of the opportunities as the main axes of it. With increasing advances in science and technology, the society needs to learn the abilities that could take with the progress of technology. Creativity and innovation in designing should guarantee a novel context. Being novel and original is the requirement of the creativity but not the only one. A response could count as a part of creativity process whenever it is somehow adjusted with the available construction techniques or real.

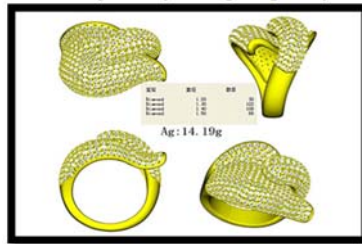
"innovation is making the creative ideas practical. The creativity should be meaningful and managed so the creative mind reaches to its goal. In the current competitive world, creativity and innovation are vital for the success and survival of the companies. If they discontinue, the companies force to the downfall. While the speed of world economical growth, limited demand and high availability make the competition hotter, creativity and innovation are the only important sources to adopt a competitive advantage." (Farsijani, Shabani, Torabi Pour, 2011: 64)

Designing in jewelry

Jewelry and its designing always have a specific role in fashion industry and many unique and brilliant designs proposed in different eras according to the fashion industry of that time. In addition to making the person attractive and beautiful, jewelry could also show the attitudes and use as a standard to evaluate the test. In the current world, the role of designing is significant and vital in jewelry industry. The more beautiful the jewelry is, the more chance it has in this competitive business. In fact, designing is of the main success parameters in the competitive market of jewelry.

"People tend to versatility and are bored of repetition. Designing is based on the instinct level and the feelings related to this are always successful. But it should be reminded that repeating some roles or elements in a period causes loss of usage and attention for some time. However, people may refer back to it after another period." (Balali Moghadam, 2013: 36)

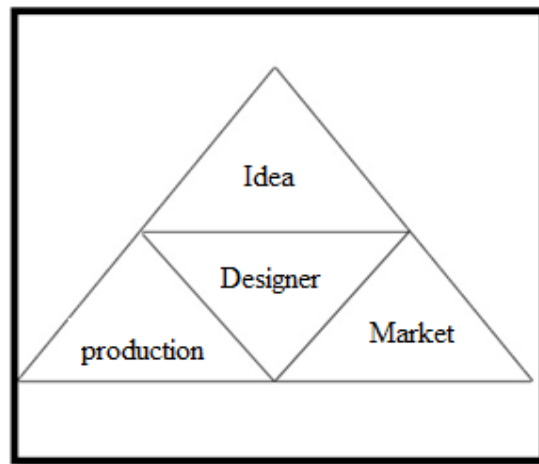
But when does jewelry designing start? It starts with a primary idea as the raw one. Raw ideas develop in various canals such as immediate inspiration, a creative process or even complement and improvement the past ideas. Designing is a creative process during which the designer should design freely and the design would usually develop after primary sketches while adopting the design or construction facilities are in the next steps. During primary designing of the jewelry, the effect form is the most important aspect resulting in the beauty of the artwork and it could not be separated from jewelry designing truly.



1- Designing in jewelry process (Balali Moghadam, 2013: 35)

Based on the principles of visual arts, every form is composed of sections that with putting them together with the whole or detailed changes, developing new forms becomes possible. Therefore, one of the ways to develop new forms is to change the visual elements of it. Dot, line, level and volume are the most important basic elements that several sketches and designs could be established by changing them. The rhythm and the structure in jewelry designing play significant roles in developing novel and various designs.

In addition, big companies devote some of the marketing activities to “recognizing the demands” and predicting the market. Marketers predict the current and future demands with finding out the proper market and direct the designing of the companies. After idea synthesis as one of the main professional designing phases, the designers draw the ideas. The designer should always keep in mind that his final product should present to the market and the customer, so customer’s satisfaction is his final goal. Based on this, considering the demands, culture, interests and characteristics of the user is of high importance. In addition, the designer faces with another challenge, construction facilities and production limitations. Studying the user demands could not solely result in successful designs and the possibility to produce fast and proper in order to distribute in the markets should be included. As mentioned, the designer is included in a trio of principles during the designing process showed in the diagram below (Balali Moghadam, 2013, 35).



2- The trio of principles in designing process of jewelry (Balali Moghadam, 2013: 35)

The design should be drawn based on a series of key and main points. In designing process, some parameters should be kept in mind as below.

- Attempts to identify the taste and opinion of the customer
- Following the designing principles and aesthetics in designing
- Evaluating the design price range
- The possibility of producing the designed product

“A successful designer should be able to achieve a proper correlation based on the trio. This could not be done without enough information about presenting and providing the ideas. Although it is true that achieving to an appropriate idea is an important part of the designing process but the idea is only effective when presented in an appropriate pattern by the designer. When the designer found this idea, he should change it to jewelry. At this level, he should evaluate the ideas; determine which idea is better; which could be kept for the future and which is inappropriate. In fact, the designer is in judgment stage and the design is improved based on the main factors and the rules of the designing to show which is more beautiful, which has a better potential to produce, which sells better and so forth.” (Balali Moghadam, 2011: 17)

In designing the jewelry, creativity is one of the most basic and main effective elements on designing a unique artwork. In this type of art, the designer could design unique patterns using traditional and modern elements and various metals with combining the traditional patterns with complicated modern samples. The customers always look for jewelry that are correlated with the creativity emotionally and motivate them to buy. Creativity means the coordination of used elements in designing jewelry that could have various meanings and give a special attractiveness to the jewelry.

In the official site of the association of gold and jewelry, “Bamlıka section” introduces a brand that was established by Melika Karaghachli in Turkey in 2008 and achieved several successes in a short time. Milkais the only Turkish designer that participated in the fashion week of Paris. This company follows specific and equal principles in jewelry designing. The designing parameters are as followed: First, the jewelry should be attractive

and nice. Then the consumer should praise it and feels good while using it and looking into the mirror. This means the designer achieved a good harmony.

The importance of entrepreneurship in jewelry industry

Of the characteristics of the current populations are moving toward constant development and paying attention to the innovation and its important role.

In globalization, entrepreneurship is the way to compete in the world. The companies and various industries, creative destructive strategy should be followed as the main aspect of entrepreneurship to achieve partial dominancy and a role beyond the national economy. (Salarzahi, Hashemi, 2008: 266)

Entrepreneurship is only successful if the products and the new process would be updated according to creative ideas and innovation. *Using differentiation strategy of the products results in increasing the design variety as an important parameter of customer dependence and his satisfaction.* (Farsijani, Shabani, Torabi Pour, 2011: 64)

In jewelry industry, the designing should follow the current characteristics and people culture. Nowadays, its products are available shortly after the production and eliminate after a shorter period by the modern innovations. The entrepreneurs found out that they could make their products different by the designing only and the producer with modern designs would be more successful (Balali Moghadam, 2011: 17).

Though the customers like the familiar products and those adopted with their demands, they always require something new.

The best business functions identified 6 groups of the main capacities determining the innovation in all companies and industries as followed:

- 1- Managing the available capacities
- 2- Strategy and prospect
- 3- Managing ideas and creativity
- 4- Intelligence
- 5- Process and structure
- 6- Cultural and social conditions
- 7- Innovation levels (Abdi, 2008: 60)

A successful entrepreneur should consider some points when selecting the designs of jewelry and gold. Currently, the number and variety of the designs are so high in jewelry but every country has its own culture, ways and unique symbols. Reflecting this cultural trend by designing is so appropriate and effective. Understanding the symbols and meanings in jewelry is directly related to the customer culture. If these signs are not correlated with the secrets of cultures, the artwork would not be understood or it would be misunderstood. The reason is that a sign in a culture definition may refer to something that might be different in another culture so misunderstanding is highly probable (Balali Moghadam, 2011:18).

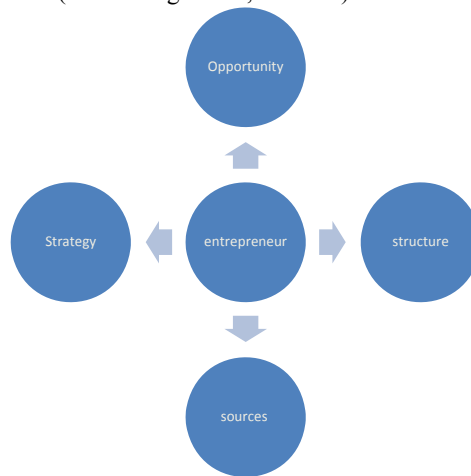


Figure 1- effective parameters on entrepreneurship

In addition, knowing and experience the mental aspects would be important in producing a product and keeping it in the market. *Sometimes, some products are bought for special occasion and become valuable in a specific aspect due to the memory they made but not the nature of it.* (Tourman, 2010: 83)

Conclusion

If we would like to study the jewelry industry in Iran and highlight the limits and deficiencies, many issues should be studied in a great discussion. As the official site of Iran jewelry and gold site mentioned, only

some serious issues would be addressed in this study. The activities of a professional jewelry designer are various. The first aspect is creating specific designs to mass-produce in companies in two whole ways. In the first way, the manufacturer or the customer ordered a design directly while in the second was, a design would be prepared at first and then the order would be received. On the whole, this branch impose some limitations to the designer. For example, a customer would ask jewelry with a specific upper limit of the price, so the designer would calculate all expenses of the amount of gold and the number of precious stones required while making ideas and designing to adjust the final cost of the project according to the customer budget. In another example, the designer has a unique idea in mind but due to the financial limit of the customer resulting in the limitation of the amount of gold and precious stones, it is required that wide changes exerted on his design. As the last example, the designer would probably try to present a perfect and updated design but due to the technical and technological limits, he forced to restrict his designing. All of these hypotheses with some other obligations would decrease the designing range drastically and the only thing to compensate some of these is his expertise. Since all profession are increasingly specialized, designing is on the same way and the designers should determine their activity ranges based on the abilities and the demands. Copying is one of the most important issues in jewelry designing in Iran. In most cases, the jewelry is exactly copied from other artworks or only a few changes were made in the color of the stone type. In these conditions, Iranian colleagues would copy a foreign design. Unfortunately, this results in restricting the designer activities instead of developing it in a competitive environment.

“Modern technologies, which provided the product perception before the manufacturing, several adjustments and revolution of mass production into the limited one by changing the designing context, made us able to keep the modern world correlations and think about reproduction. Based on this revolution, a novel attitude was established into designing context in which the customer is not a passive, but an active person in designing. Paying attention to the customer context, his goals, his experiences and demands and his mental background while he is trying to transfer and present them is now changed into entrance parameters of designing in the information pattern resulted by evaluating his feelings and cultural views. Hence, the role of designing is changed from a decisive and dominant agent to a probable process resulting in cumulative admittance to contract for fulfillment of customer demands.” (Afhami, 2013: 4)

Creativity and innovation to produce jewelry is necessary to use a social and economic value. To establish the creativity and innovation in this field, the shortages and demands of the market should be detected so that a fundamental revolution could be resulted. In fact, entrepreneurship is managing these opportunities since it emphasizes only on a combination of limited numbers of ideas to solve the issue and to change the ideas into the solutions as the creativity while innovation is making the creative ideas practical. The innovation source for the jewelry companies is like the main stream that in case of interruption, the companies would be suspended. Innovation in designing is the gate to the entrepreneurship and international markets, so the manufacturers should pay more attention to the designing. Designing and making are two related concepts. The designer and the goldsmith are the two main parts of jewelry industry. The designer should recognize the area and the culture of the entrepreneurship region while keeping cultural, emotional and memorial factors in a creative idea. Thereafter, he should think about the design and the production specifically to control the market with his design as one of the main elements of success.

REFERENCES

- 1) Aghaei, A. Manteghi, M. Tourani, H. (2012) “world experiences in educational innovations regarding the production, admission and implementation methods of innovation at general education of Iran”, year 11
- 2) Aghaei, A. Kaviri Arani, H. (2006) “creativity and innovation”, researches on leading management
- 3) Afhami, R. (2013) “The Future of jewelry designing”, Art Research, Volume 3
- 4) Balai Moghadam, A. The main factors in jewelry designing process”, South and North International Quarterly, Volume 17
- 5) Balali Moghadam, A. (2013) “Expressing the basics of jewelry designing” Art and Architecture
- 6) Salarzahi, H. Hashemi J. (2009) “entrepreneurship in globalization era”, economic and political science, November and December, Volumes 267 and 268
- 7) Abdi, B. (2008) “Innovation and its levels, methods and process”, Military Management Magazine, Volume 32
- 8) Farsijani, H. Shabani, A. Torabi Pour, M. “Studying the role of essential factors in designing the product to achieve the world class production”, Misagh Modiran Pub.