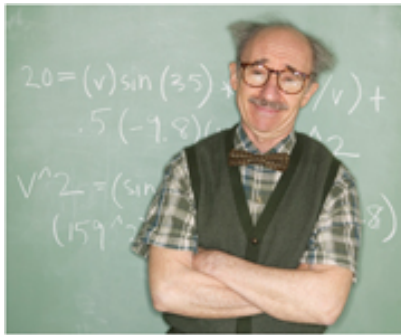




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This is a sample of the tutorial **Designing Jewelry using Design Principles.**

DESIGNING JEWELRY USING DESIGN PRINCIPLES



Have you ever wondered why sometimes you look at a piece of jewelry and instantly don't like it or you love it? Besides having your own personal tastes there is more going on than you think!

Warren Feld the Director at Jewelry Design Camp states, "When a viewer interacts with a piece of jewelry worn by someone else, the brain and eye perform two cognitive actions right off the bat. First the brain/eye try to visually inspect the piece from end to end. The brain/eye wants to make a complete circle around the piece. Anything that inhibits, impedes, or distracts the brain/eye from making this complete circle ends up evoking the fear and anxiety response. If this is the case, the viewer begins to label the jewelry boring or ugly."

This is why working with design principles and elements is so important when you start designing your jewelry. In fact this is true with all art including graphics, industrial design, fine art, and architecture. So what are principles and elements? Principles are rules used to organize individual elements into an aesthetic design concept.

Principles of Design Include

- **Balance** – the distribution of elements emphasizing a focal point Balance refers to the distribution of the visual weights of materials, colors, texture and space in jewelry designs.
- **Rhythm** – a progression of how the eye moves throughout the piece
- **Movement** – how the elements relate and lead the viewer's eye or attention or sometimes in jewelry how the piece moves or drapes
- **Contrast** – how the elements relate to lead the viewer's attention. Contrast is created by using elements that conflict with one another, using different directions (horizontal and vertical lines) or extremely light and dark values. Contrast creates interest and draws the eye to certain areas in a piece.
- **Harmony** – the pleasurable arrangement of elements

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- **Variety** – the assortment of elements that give the design interest
- **Unity** – the level of quality with the combined elements

Elements of Design Include

- **Color** – color can create emotions and moods. Red colors are hot while blues are cool. Using colors on the color wheel can create stunning combinations. The color wheel defines color schemes such as primary, analogous, complementary, contrast, monochromatic, split complement, and triadic.
- **Texture** – there are two types of texture, physical Texture is the texture you can actually feel and tonal texture as seen in a polished stone.
- **Line** – there are three types of lines.
 - *Linear mark* - a drawn or engraved mark
 - *Boundary line* - is implied by the contrast between the two shapes and relies on the shapes for its subsistence
 - *Implied lines* – is implied by the direction of smaller lines in the piece.
- **Scale** – the scale of shapes create activity and relationships of power between them. Equal size shapes create confusion, the eye jumps from one to the other not knowing where to rest. The eye is drawn to the larger dominate shape when shapes are slightly different sizes. Large shapes overpowering small shapes create tension. The larger sized shape appears to threaten the smaller sized shape.
- **Space** – the area between and around objects.
- **Shape** – areas defined by edges within the piece. It can be geometric or organic. A single shape cannot exist without generating another (negative) shape.
- **Tone** – Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along a shape.
- **Direction** – direction offers three options, horizontal, vertical, or oblique.

Next, I will give examples of how these all work together and how you can create demanding designs in your work using Principles of Design. Not all elements and design principles are used in one creation.

DESIGNING JEWELRY FROM A PHOTOGRAPH

Earlier I introduced the idea of Principles of Design and their elements. I can't stress how important these concepts are to your creative work. We have all heard that when we meet someone we form an opinion of them within a few seconds of meeting them. Well the same goes with looking at a piece of art or jewelry. Our subconscious mind forms opinions and if you use these design principles correctly ones first impression of your jewelry will be a positive one.

To recap Principles of Design are rules on how to organize design elements in your work. Today I want to give examples of some of these elements. I want to try to keep this entertaining so you don't doze off while reading this blog so hang in there.

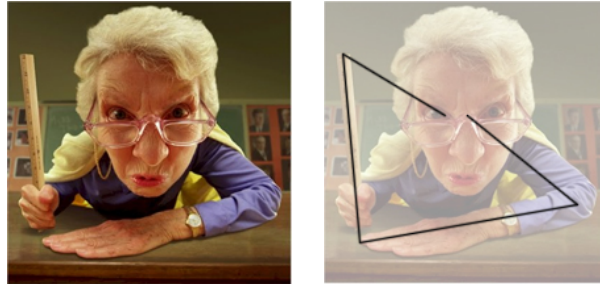
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Let's look at the elements of line, shape, scale and color. Line and shape must go together because one cannot exist without the other. In the last post I ended the blog with a cute photo of an angry teacher. Let's look at the design elements in it.

First off, what is the first thing your eyes see?
The large head.

What is the next thing? The purple sleeve.

What is next? Your eye then travels down to the hand, then up to the ruler (to the top of the photo) and then back to the head. Subconsciously your eye quickly traveled around the whole picture settling back on the face.



This photo uses:

- Shape (the head arm, and ruler)
- Scale (the head)
- Line the arm, pointing hand, and ruler.
- Color (complimentary colors from the color wheel, purple and yellow.)

I bet you didn't know how much this photo was planned out did you! Notice how the eyes both point inward to the center of her face! The lines in the background also point down to her too.

To be continued on full version

OTHER TOPICS IN THIS TUTORIAL INCLUDE

- About Color
- Part 2– How does this relate to designing jewelry and designing jewelry from a photo
- Part 3 – More about design elements
- Part 4 – The Golden Ratio
- Part 5 – The design process

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ABOUT THE AUTHOR

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Bio: Janet is an accomplished metal artist with her work shown in museums across Texas and published in Hattie Sanderson's book *Contemporary Metal Clay Rings*, *Metal Clay in Color*, *American Craft Magazine*, *Metal clay Artist Magazine*, *Contemporary Metal Clay Rings*, and in *New Directions: Powder Metallurgy in a Sheet Metal World*. Additionally, her work showed in the PMC Guild Conference 2012 exhibit, *Look at Us Now Innovations in Metal Clay*.

She has written tutorials for *Metal Clay Artist Magazine* wrote a chapter on carving metal clay and adding color with alcohol ink in the book *Metal Clay in Color*.

Her website, The Jewelry Classroom offers jewelry tutorials, videos, and a social place for jewelry artists to show their work, ask questions, and get answers.

She has over 38 years experience in jewelry metal arts as a bench jeweler, designer, and instructor. Janet has taught at Bead & Button, Interweave Bead Fest TX, PMC Connection Conference, and many other venues. While appearing on HGTV Crafters Coast to Coast and That's Clever demonstrating she demonstrated the process of lost wax casting and wax carving techniques.

Janet has a BFA in Metals from the University of North Texas and has studied metal working with several Master Jewelers. She has GIA certification in diamond grading and stone setting. Additionally, she has certification in Precious Metal Clay with Rio Grande, Crossover Certification with Art Clay, and is a PMC Connection Senior Instructor and Technical Advisor for the PMC Connection.

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