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Procedia
Social and Behavioral Sciences

Message from the Guest Editor

It is the great honor for me to edit this special issue of Procedia Social and Behavioral Sciences Journal for the selected revised papers presented in World Conference on Design, Arts and Education (DAE-2012) held on May 01st – 03rd 2012, at the Cesar's Temple Hotel in Antalya in Antalya, Turkey.

As the guest editor of this issue, we are glad to see variety of articles focusing on the "Architectural Education", "Game Design and Cinema", "Art and Design Education in New Media", "Game Design and Education", "Art Education Critique", "Game Design and Art", "Art Management", "Game Design Education", "Art and Corporate Identity", "Gastronomy and Art", "Art and Media", "Graphic Design Education", "Art and Advertising Design", "Industrial Design", "Art and Arts Training Education", "Interactive Arts", "Art and Globalization", "Interactive Sound Design", "Art and Philosophy Education", "Interior Design", "Art Education and Children", "İnterdisciplinary Arts Education", "Art Education and Policy", "Jewellery Design", "Art Education in School", "Life Long Learning and Art Education", "Art Education in the Family", "Media Design Education", "Arts Education and Creativity", "Museum and Art Education", "Arts and Crafts Education", "Music and Music Education", "Arts and Design Education", "New Media for Learning and Teaching", "Basic Design Education", "Packaging Design", "Book Arts Education", "Painting Education", "Civil Society and Art", "Performing Arts", "Comic Arts Education", "Photography Education and Art", "Communication and Technology Education", "Ceramics and Sculpture Education", "Community Arts", "Design History Education", Sound Installations", "Entertainment Design Education", "Teacher Training", "Ethics and Law in Art and Design Education", "Technology Design and Education", "Exhibition Design Education", "The Science of Arts", "Experimental Typography", "Typeface Design", "Fashion Design", "Typography Education", "Film and Television Education and Art", "Urban Culture and Art", "Fine Arts and Education", "Visual Arts Education", "Folk Arts and Education", "Visual Culture and Art" and "Folk Arts and Education".

Furthermore, the journal is getting more international each year, which is an indicator that it is getting worldwide known and recognized. Scholars from all over the world contributed to this issue of the journal. Special thanks are to all the reviewers, the members of the international editorial board, the publisher, and those involved in technical processes. We would like to thank al who contributed to in every process to make this issue actualized. A total of 327 full papers or abstracts were submitted for this issue and each paper has been peer reviewed by the reviewers specialized in the related field. At the end of the review process, a total of 199 high quality research papers were selected and accepted for publication.

I hope that you will enjoy reading the papers.
Best wishes...

Guest Editor
Prof. Dr. Ayşe Çakır Ilhan, Ankara University, Turkey

Editorial Assistants
Fatma Miralay
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Paradigm for art education; creation story of jewels, theme, design, artwork, 3D

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Abstract

Theme, design artwork and sizing are the main characters for the history of creation in jewelry art. In other words, you can discover a masterpiece in this history of creation. Marmara University, School of Jewellery Technology and Design have a compact educational program for design and production of jewellery. The School is open to an international attendance. That's why education programs are in English. Our school has tried to get in touch with the similar school in the world for changing students and educators. If the students want to enter secretive world of jewellery art, they should be educated for design, technical processes, gemstone design, cutting and setting with remarkable methods in our school. In this announcement, the history of create a jewel: Theme, design artwork and sizing will be announced and will impress why design is important.

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Keywords: Design and production of jewellery, jewellery design education, design artwork, Jewellery Technology and Design;

1. Introduction

Thirty thousand years ago, when mankind acknowledged that the last breath is the end of mortal life, communities started to put beads, bracelets and rings of stones, horns and bones, sea shells for peace in after life and protection from evils of the dark.

Then, mankind decorated his neck, arms, head and feet with ornaments for surviving in the nature it cannot master, overcoming its fears and protecting itself from the evils, dangers it cannot overcome. Suddenly, it realized that beauty of ornaments was dazzling. That moment was an epiphany for own beauty. First, it used the shiniest metals, most sparkling stones it could find to create immortal artifacts. Then it created Jewels, the enchanting symbol of eternity, power and dreams.

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2. JEWEL

Valuable metals and precious stones are designed, processed together for creation of jewels. Symbolizing several concepts beyond aesthetics, jewels are ornaments expressing mankind's concept of world in different belief systems.

Jewellery is the peak where beauty, even passion, is combined with immortality. The journey started with creative lines of a designer emerges from combination of all its glimmer, beauty of art and nature with immortality in the hands of goldsmith. Immortality of diamond, emerald and ruby gives the sense of permanence and persistency, which are not qualities of mankind in an ever changing World[‡]

Besides aesthetics, producing and embroidering techniques[§] used also stand out in creation of jewellery.

Well applied technique ensures revealing the story created in the most perfect manner, right from the first step of design. A goldsmith should deliver the most refined craftsmanship so that the jewellery gives the sense of value and desire to posses. A goldsmith should meticulously decide on which material should be used with which technique, should reveal the characteristics of the material with optimum use and hence will deliver the meaning and expression of jewellery.

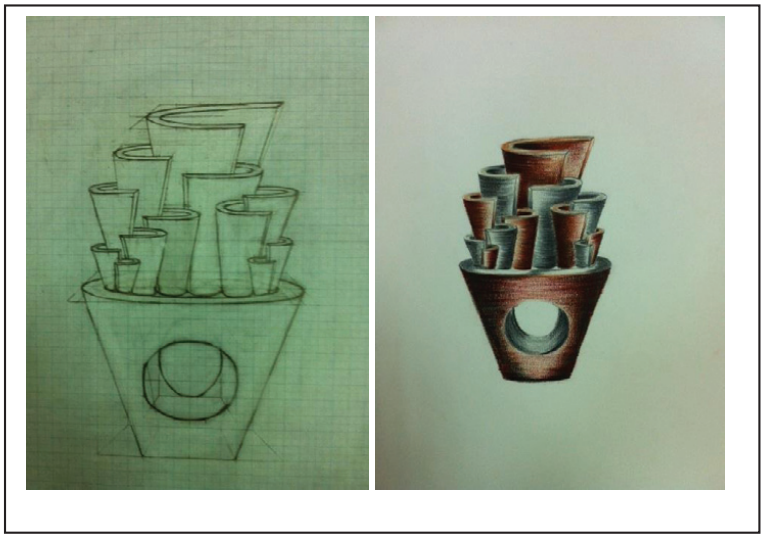
In other words, jewellery is a form of beauty revealed by combining art with craftsman.

Stone to be used has a significant role in glitters of jewellery. Wide range of precious stones such as diamond[**] (brilliant cut), ruby, emerald, sapphire etc, used as well as variety of colorful stones and well-cuts of those stones reveal the glimmer of jewellery.

2.1 Design

Reaching to the inner soul of mankind, creating a work of offer desired and revealing the shimmer of that jewellery will be possible if the design and jewellery is very important for creating a unique and fine piece.

The importance of training steps in right at this point and we should mention the reflections of combined art and craftsmanship.

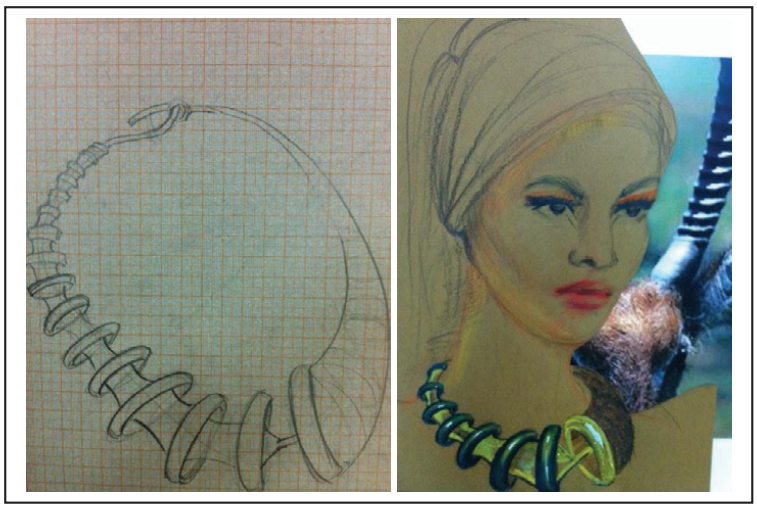


[‡] Celal Üster, "Sunu", Çağlar Boyunca Takı ve Mücevher, PJournal, P17, Spring 2000, Issue 1

[§] Setting:Prıng setting, Channel setting, bezel setting, Pave setting, Tension setting
Enamelling is an ornamental technigue, whwew glass like silvering layer (enamel), is set on metal surfaces with high-temperature applications. Enamel is a combination of powdered glass and metal oxide. Transparent and opaque enamels can be applied by using additives in different ratios and also a range of colour can be obtained by adding metal oxides. (Işık Bingöl, Anadolu Medeniyetler Müzesi Antik Takılar, publications of Ministry of Culture, Ankara 1999)

[**] Diamond:The cut and shape of differentiates diamond and brilliant cut diamond from each other. Brilliant cut diamond is shinier and has more number of facets the bottom of diamond is flat and has 12 to 37 facets. Brilliant cut diamonds have minimum 57 facets and cutting the gem is harder.

I. Figure[††]



II. Figure[‡‡]

2.2 İmportance Of Training İn Design

İn case of art education aided jewellery design, the basis of jewellery is created within the framework of training offered. The structures of various materials and precious stones such as gold, silver and platinum are reviewed theoretically, as a part of educational studies, while design and engraving are practiced on the job.

Nature, mythology or ancient pieces can inspire designers but the story of jewellery might also emerge from imagination.

Searches made, all ideas and examples are transferred via sketches. Hence the process of combining imagination with design will start. The material and stone most appropriate for the design should be selected at this point.

After finishing the artistic sketch of the jewellery, technical sketch measured in more details should be provided. Technical drawing is an important step for starting the application process and stones to be used, dimensions of stone settings should the same on the technical drawing and practice.

If a designer, not familiar with jewellery creation techniques, fails to see the final stage of product designed, then the design created will be just on the paper but won't applied. Once agreed on the application technique, the design is created on metal sheet or wax pattern, where craftsmanship steps in.

Setting, polishing and finishing gemstones chosen for design is the one last step before final stage. The jewellery will magnificently reveal itself at the final stage, namely after polishing and last checks.

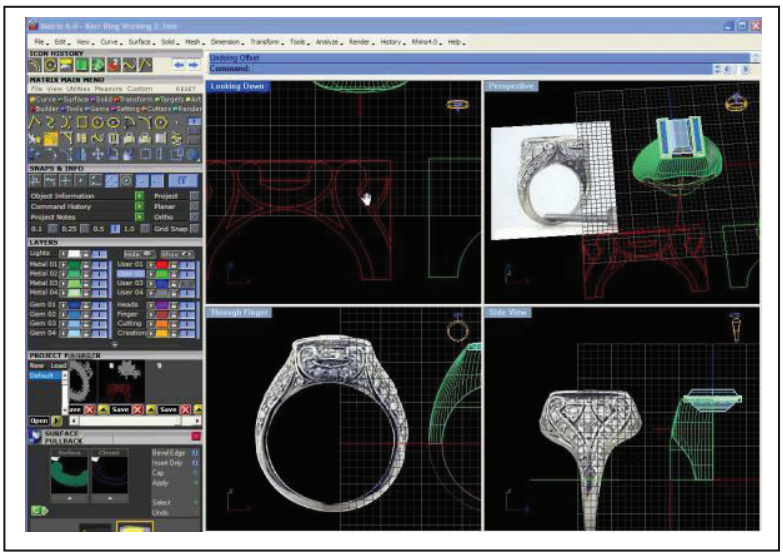
2.3 3D Computer Aided Design

CAD/CAM in 3D Computer aided design and software programs in Rhino are programs ensuring a there dimensional view of students drawings as well as a clearer view of details by rotating the sketch around its own axis. Knowing these programs is important for serial production. It is a convenient system for design programs in terms

[††] Damla Demirci's (Student of School of Jewellery Technology and Design) design

[‡‡] Cemresu Erdoğan's (Student of School of Jewellery Technology and Design) design

of making gram calculations of the design and minimizing basis weight, measurement and adjusting casting extractions. It is commonly used for serial production. It is widely used for jewellery, goldsmith training programs. It is possible to produce and market thousands of accessories within a short period of time with centrifuge casting technique and pressing process. Printing thousand copies of a book or reproducing accessories used daily is fit for a work of art. An item not inspired by soul and breath of an artist is never a work of art. Actually, a thing that can be repeated is not a form of art. Thus, it is rarely used for making jewellery. World's famous jewellery companies generally work with the traditional system and do not seek the help of technology, often. As symbol of uniqueness, handmade jewellery would be more precious than jewellery created in series.



III. Figure[§§]

Conclusion

Although the last step is polishing the jewel, the peak should be the presentation. Presenting a special design and enhancing immortality of the jewellery by conveying the story from the scratch give make the person feel special and also jewellery should find its place in family traditions, the tradition should improve by passing on one generation from another.

For emerge of our country as a World-wide brand, education institutions should be prioritized. In this context, it is highly important to have students aware of jewellery design, interpretation, sketch and production techniques as well as capable of practicing those.

Jewellery design is a form of art and the most important quality distinguishing it from other branches of art that design should be considered with application of it.

[§§] Matrix 3D Design program screen shot



IV. Figure[***]

[***] Van Cleef is good example of such opinions