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**MEANS OF COMPOSITIONAL EXPRESSION IN THE JEWELRY DESIGN****Kolosnichenko M.V.***d.t.s., prof. / д.т.н., проф.*

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**Abstract.** *The work is devoted to the study of the means of compositional expression during the design of jewelry. The study identified the concept of composition, the principles of its formation and integral components for the creation of aesthetically harmonized jewelry. According to the results of the research, composite means with examples for jewelry design products are singled out and characterized.*

**Key words:** *composition, means of composition, design, jewelry design, jewelry wares, jewelry.*

**Introduction.** The main idea of the design is to create an aesthetic product by using in the design of signs of fashion trends, design ideas, advances in new technologies and logistics. Aesthetic requirements for jewelry as a product of design should reflect the socio-historical patterns of culture, meet the level of modern production technology, creative trends, styles, fashion and more. These requirements and patterns of design should be reflected in the process of shaping and decorative design of highly artistic products made of precious metals and stones [1]. To achieve high aesthetic performance of the designed products, it is advisable to use the principles of harmonious composition during their phased creation.

**The main text**

The research topic, which is an important stage of the creative process of making any design objects, and jewelry in particular, has previously been partially covered in the works of such domestic and foreign authors as Kolosnichenko M.V., Zaeva N.A., Lugovyi V.P., Timokhina A.V., McGrass Jinx and others. [1-5]. According to previous works, the authors reviewed the process of creating jewelry, their design and design features in the design process, but the topic of giving compositional expressiveness to jewelry was not widely considered, so it is potentially useful for artists and connoisseurs of jewelry.

The composition is an artistic system of interrelated forms, which corresponds to the functional purpose of the product and its design and technical features. Compositional analysis involves the use of certain psychophysiological laws of



aesthetic perception, means and techniques for the formation of space and shape of the object in order to achieve an aesthetically pleasing designed product. The composition is based on the concept of unity and integrity of form [1].

Based on the studied literature sources [6-8] it can be concluded that most of the methods of organizing the composition of jewelry are most similar to those used in tectonics and architecture, as the most closely related concept. "Design methods are closest to the compositional methods developed in architecture, but include heuristic techniques of invention, as well as a number of techniques and methods related to those used in various types of artistic and scientific creativity..." [6].

Modern jewelry is characterized by a complex three-dimensional composition, which means the placement of spatial elements of the product in a three-coordinate system (Fig. 1). Rhythmic construction of planes and their graphic-plastic modeling is necessary for the formation of a three-dimensional composition of jewelry [3].



**Pic. 1 - Modern jewelry of complex three-dimensional composition**

(a - a ring, Stanislav Drokin; b - a bracelet, Cartier; c - a ring, Chopard)

The formation of any composition is based on two principles:

1) the principle of identity - the repetition of the properties of the whole object in its individual parts - it can be shape, color, size, etc.;

2) the principle of subordination of the elements of the whole object - the composition must be primary, secondary and additional elements.

An important condition for compositional formation is the selection of the main compositional center, which means that part or detail of the project, which should be easily visible against the background of surrounding or adjacent elements. More complex compositions near the main center of the composition may contain less significant centers. To express the subordination of the elements of the compositions use the methods of dividing the elements into major and minor. The main element of the composition is distinguished by various techniques: increasing the size and



location in the center, the introduction of auxiliary elements, promotion, highlighting color or texture [6].

When creating a composition, it is important to determine the emotional orientation of the finished product to the person, which should evoke certain feelings in the viewer when viewing the subject. These feelings can be expressed emotionally through feelings of dynamism and static, slenderness, austerity, mobility, solemnity, peace, modesty, comfort, joy, admiration, etc. Sensation depends on the dimensional parameters of the object, its divisions and components; in addition, the emotional perception of the product is influenced by the means of compositional expression used in the process of designing the product. The shape of the subject of design becomes harmonious for perception under the condition of successful use of means of compositional expression, the characteristics of which are given in table 1.

Table 1

**Means of compositional expressiveness of jewelry**

№ п/п	The name of the composition	Characteristic	Image
1	Form	The organization of the product shape is determined by the functional purpose of the object and aesthetic requirements for it. The shape of the object is characterized by geometric appearance, position in space, size and volume of the form.	
2	Color	The color can be achromatic (shades from white to black) or chromatic (color spectrum). Chromatic colors also have such characteristics as color tone, saturation and brightness. The color is taken into account the color of metal, inserts and other decorative elements.	
3	Texture	The texture of the jewelry is expressed through the materials used in the creation process, as well as through the methods of their processing. Thus, metals and finishing elements with a special finish can be given additional relief, finesse, ribbing, or, conversely, smoothness and polishing, depending on the design.	



№ п/п	The name of the composition	Characteristic	Image
4	<b>Rhythm</b>	<p>Rhythm in the composition can be manifested in two ways: repetition of any element with the same interval, and repetition based on gradual changes in a number of elements and / or repetitions between them. The first type is called the meter, the second - the rhythm.</p> <p>In the art of jewelry, the rhythm is manifested by the introduction of repetitive (equal, larger, smaller) decorative elements or individual details within the form.</p>	
5	<b>Size and proportion</b>	<p>Proportionation is a harmonious relationship between the object as a whole and its parts. Proportions express the proportionality of two or more ratios. Jewelry must maintain dimensional harmony both in relation to the object in particular and in relation to the person during its operation.</p>	



№ п/п	The name of the composition	Characteristic	Image
6	Symmetry and asymmetry	<p>Symmetry - the same arrangement of equal parts of the composition relative to the line of symmetry. If the elements of the composition are the same, then the composition is symmetrical. With a significant deviation in the location of the elements, the composition becomes asymmetric.</p> <p>There are three main types of symmetric compositions: mirror, axial and helical.</p>	
7	Contrast, nuance, identity	<p>Contrast is based on sharp contrasts in the elements of the composition. Can be expressed in a contrasting combination of colors, textures, sizes of details of the form, etc.</p> <p>The nuance is characterized by a slight difference elements of the composition on the main features. It can be manifested in proportions, texture, color, rhythm.</p> <p>Identity (similarity) means analogy, equality comparable elements. For example, the composition uses different shades of the same color, repeatability of the ornament, elements.</p>	
8	Optical (visual) illusions	<p>Illusion is a distortion of perception of objects of reality, which are explained by complex processes of human perception of visual information, is the interaction of its associations and mechanisms of thinking, as well as the effects of physical phenomena of nature. In the art of jewelry is manifested by the introduction of flat and three-dimensional images of illusions in the form of products.</p>	



## Conclusions.

The search for a harmonious composition is one of the most important stages in the artistic design of jewelry. The composition is based on compliance with certain laws, tools and techniques during design, taking into account the laws of psychophysiological perception in order to achieve an aesthetically harmonious product. The study allowed us to conclude that modern products are characterized by a complex three-dimensional composition, and therefore in the design process it is necessary to anticipate the harmony of its external characteristics in three-dimensional space; while all elements of the composition must be interdependent and look whole. An important aspect of the composition is also the presence of the compositional center and the division of its elements into major and minor. It is determined that the main means of compositional expression in the design of jewelry is a form; color; invoice; rhythm; size and proportions; symmetry and asymmetry; contrast, nuance, identity and visual illusions. If you follow the above principles and tools, you can achieve aesthetic harmonization in the design of jewelry.

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