

Elements of form in folk art in producing innovative jewelry based on Egyptian heritage

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Abstract:

Recognizing the patterns of users is necessary for every designer who wants to succeed in the field of design in general and the design of jewelry in particular, as the secret is to benefit from the solutions and innovations that help the user in developing the new jewelry product while studying the problems they face in the jewelry product to avoid them in modern products, and differ Patterns of users according to their different inclinations and attitudes according to the environment, culture, work, psychological aspects, the financial income of the user and many factors affecting the user and his ability to use and accept the product And by studying user patterns according to the theory of participation between the user and the designer, it is possible to find clear features for the designer in making a specific classification of user patterns to understand and familiarize with the user's behavior and his various intellectual and psychological trends, and then achieve the broad demands of the audience of users in accordance with the design principles of the design elements to be used in the work Innovative and competitive design ideas with the participation of the user of various types in the design of jewelry, and to come up with innovative design results that satisfy all types of users.

Keywords:

Heritage, Folk Art, Design Elements, Jewelry

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