

Abstract

The Methodological processes in development of contemporary jewellery products in Latin America and Europe, are experiencing a situation in which the need of using new models of learning and professional development is generated as a result of demand from increasingly challenging environment. As a result, the jewellery designer and producer has felt the need of responding creatively and immediate through the design of their products and/or services. On this basis, design increasingly appears as an alternative to strengthening the development of its activity, thus being a key factor from the initial phases, which should be considered in the specific elements and/or appropriate variables in connection with the product, in order to guarantee the improvement of results through actions on the working methods. In this regard, the importance of proper methodological process performance corresponds to the starting point of the study, data are identified jewellery making and considering that, mostly, these considerations are defined in the technique:

information is limited regarding to the demands of the consumer and producer of contemporary jewellery for example documentation oriented to highlight that the execution depends largely of the characteristics of use tools and/or planning development process. Moreover, data scientists have evidenced that introduce concepts based on the use of technology, user intervention in the design and that indicate the need for relationship between the specific requirements linked to the jewel and development procedures. Nevertheless, the information is still incipient; among the approaches that were observed, are analyzes do partial and not integral type, which results in the difficulty of reading about what are the main aspects that influence the methodological process for the designer and producer of jewellery, as well as its impact on cultural and emotional environment of the user, from a strategic point of design. For this reason the main aim of the thesis is to analyze the main aspects related to the design process for the development of contemporary jewelry products and their proper context, in Latin America and Europe as Argentina, Brazil, Colombia, Mexico , Spain, Germany and Switzerland to determine elements that influence the creation of contemporary jewel product value and context. We propose a research structure through a qualitative and quantitative methodology based, first, on the analysis of specific and localized information in relation to the development environment of contemporary jewel product, that is from technical approaches (Wicks, 1996 and Llorente, 2001), scientists and design (Hernandis, 2000; Pollalis & Dimitriou, 2008; Llaberia, 2009). Second, we study and contrast the perspectives of users and experts in contemporary jewellery and design by collecting information in a questionnaire, and finally, the results are illustrated through an experiential activity based on a survey of non-verb-centric type as method for processing the data. Furthermore, publications are presented in scientific events exposing the final results in order to provide input to the development of the study epistemological and evolution.

Among other factors, highlights that the results contribute to identifying strategic elements for design, related to methodological aspects, technology and innovation aimed at expert-user communication about its expectations and product requirements. This is through the analysis of attributes-objective design inherent to the jewel contemporary product, proposed as tangible and intangible of innovation influencers in the context of the object and understanding of the jewel contemporary product, from a design perspective. This is done, from the application of criteria systemic which pose design as strategic source development and, integrator means of the main factors that influence the perception of the consumer around the product characteristics artisan high values and cultural, as the jewel. Another key contribution is defined on qualitative measures, which enabled the simplification of attributes and its classification under the criteria of systemic design: form, function and ergonomics, as well as the transmission of accurate information to the jewelry expert, claiming the use of a support methodology in design, dynamic and flexible.

Finally, from the results obtained through the definition of attributes and objectives design inherent to the contemporary jewel product, the study identifies contributions of great value, especially for groups such as jewellery retailers, who seek the increase its market share. The approach of these contributions is focused on empirical information required for the technical, academic and entrepreneur as actors related to the jewel contemporary product, without forgetting the considerations for the researcher and designer. The the study allows to possibility to obtain new results focused on the field of development of the jewels, and research contributes on the incorporation of updated data, based on consumer preferences and expectations, that contemplate what the jewels expert offers from design perspective, being useful for the producer and designer jewels in Latin America and in Europe, from an integral approach due to the systemic methodology application.

Keywords: Product design, contemporary jewel product, methodological aspects, experts, users, systems design.

Research interests: Design, Management and Manufacturing of Industrial Projects linked/related to the development of contemporary jewelry products.