

Innovative Design of Miao Silver Jewelry Based on Emotional Design

Rui Tang^{1*}, Chao Zhang¹

¹ Art College, Guizhou University, Guiyang, China

Email Address

464922741@qq.com (Chao Zhang)

*Correspondence: 464922741@qq.com

Received: 8 October 2023; Accepted: 29 October 2023; Published: 20 November 2023

Abstract:

As one of the precious heritages of Chinese traditional culture, Miao silver jewelry carries rich national cultural connotation. Taking Miao silver jewelry as the research object, this paper discusses the new ideas of innovative design of Miao silver jewelry from the perspective of emotional design theory. By exploring the three levels of instinct, behavior and reflection, the emotional design theory is integrated into the innovative design practice of Miao silver jewelry. The integration of emotional design elements puts forward a new design path, aiming at inheriting the national culture and emotional expression of Miao silver jewelry.

Keywords:

Emotional Design, Three-Level Theory, Miao Silver Jewelry, Culture

1. Introduction

China is an ancient civilization with a long history. The rich and colorful intangible cultural heritage created by the people of all ethnic groups in the long-term production and life practice is the crystallization of the wisdom and civilization of the Chinese nation and the treasure of Chinese culture. In the “14th Five-Year Plan for Cultural Development” and “Improving the Degree of Social Civilization,” it is proposed to inherit and carry forward the excellent traditional Chinese culture. We should further implement the inheritance and development project of Chinese excellent traditional culture, strengthen the systematic protection of important cultural and natural heritage and intangible cultural heritage, and promote the creative transformation and innovative development of Chinese excellent traditional culture. Guizhou ethnic diversity is the root of cultural diversity. With the rapid development of economy, people pay more attention to cultural differences and uniqueness. The Miao silver style is very different and distinctive. As a cultural phenomenon, it has become one of the carriers of multicultural exchange. [1]

2. Emotional Design

2.1. Emotional Miao Silver Jewelry Design Overview

Miao silver ornaments play an important role in the minds of the Miao people. Wearing silver ornaments is not only for beautification and decoration, but also for the spiritual pursuit of the Miao people for a better life in the future. In the course of “beauty”, Li Zehou mentioned : Beauty is the unity of sensibility and rationality, form and content, truth and goodness, regularity and purpose. Like human nature, it is a great achievement of human history. [2] Miao silver jewelry is known as the ‘history book worn on the body’, which is large, heavy, and mostly beautiful. It clearly reflects that silver jewelry is a symbol of Miao wealth and a pursuit of beauty. The 21 st century has entered a diversified era of pursuing individuality and fashion. People’s aesthetic concepts and pursuits have changed, and various new concepts, new consciousness and new ways have become unprecedentedly active. People are no longer satisfied with the basic functional requirements, but the pursuit of a higher level of spiritual emotional interaction and experience. Emotional design is the inevitable trend of contemporary design development. The term “emotional design” originated from the book “emotional design” by Donald Norman of cognitive psychology. In the book, Norman first elaborated the concept of emotional design and proposed three levels of emotional design. [3] Emotional design is to consider the influence of users’ emotions on product usability into the content of design. It comprehensively uses the design method of Kansei Engineering and the user-centered design principle to carry out user research, product design and technical processing from three levels: instinct, behavior and reflection. In the redesign of Miao silver jewelry, designers should not only retain the artistic expression of Miao silver jewelry culture, but also add humanistic care and aesthetic emotion to silver jewelry innovation.

2.2. Three operation levels of emotional design

2.2.1. Instinct level

Corresponding to the sensory level, the action or emotion produced by instinct is uncontrollable, and can also be understood as the emotion of congenital conditioned reflex, which is applicable to almost all people. Such as the fear of danger, the desire for delicious, survival, free will, social activities, curiosity and a series of instinctive requirements. When people interact with things, they have instinctive emotions about the exaggerated shape, color and style of things. Designers use aesthetic sensitivity to drive people’s inner reactions.

2.2.2. Behavior level

Corresponding to the efficiency level, it is related to the use and experience of the product, and the only important thing is the realization of the function. In the process of purchase, appreciation, or use, people pay attention to the understanding, ease of use and feelings of the product. On the contrary, from the perspective of function, the availability, ease of use and reliability of products will affect people’s different perceptions of products.

2.2.3. Level of reflection

The emotional experience of the reflective layer lies in the symbolic meaning of the form, which belongs to the highest level of emotional stimulation. [4] The reflective layer of emotional design requires increasing the frequency of use of products by shaping the artistry of products and optimizing the sense of use of products, so that

consumers can rely on this product, give emotions, and promote the spread of cultural connotations. [5] It is a pleasant or unforgettable emotional experience based on the deep understanding, consciousness and cultural value of consumers' inner activities.

3. Emotional Design of Miao Silver Jewelry

3.1. Miao silver cultural characteristics

Many ethnic groups in China have the habit of wearing silver ornaments. In the traditional concept, silver ornaments can ward off evil spirits and have the meaning of auspicious happiness. In the 'Miao ancient songs' handed down from generation to generation, there are records of 'transporting gold and silver, supporting the sky and casting the sun and moon'. In the Miao area, silver decoration is an important family wealth and has become an indispensable part of life. In addition to material significance, silver jewelry also carries the self-esteem and strong sense of identity of the nation.

As one of the ancient Chinese nationalities, the Miao nationality, although there is no credible text as a way of inheritance, but only by virtue of a strong sense of identity, relying on generations of oral transmission, will spread the story of the millennium, the ancestors of the residence, migration and drifting routes into the clothing culture. Gong Chai's 'Miao Min Kao' in the Qing Dynasty recorded that women's clothing, silver, collars, bracelets, etc. are all like men, but two ears are covered with silver. This shows that the variety of silver jewelry at this time is gradually increasing, and silver jewelry is gradually becoming popular. Not only different genders are worn, but also young and old, whether rich or poor, will be proud to wear. In the millennium history, Miao silver jewelry with its diverse varieties, beautiful shapes and exquisite craftsmanship, not only shows the world a magnificent and colorful art world, but also shows the rich spiritual world of the Miao people. Its characteristics.

3.1.1. Take big as beauty

Miao silver ornaments take big as beauty, and Miao big silver horn is almost half of the wearer's height. Heap for the mountain, showing a towering beauty of the water for the sea, showing a vast beauty. On the one hand, large silver ornaments show the wealth of the family, but also show the atmosphere of the Miao girls.

3.1.2. Take weight as beauty

Take weight as beauty again. After wearing ears since childhood, Miao women in Shidong, Guizhou, use gradually thickened round sticks to expand perforations to ensure that they can wear local popular round-shaped earrings, and use the weight of earrings to elongate earlobes. Some earrings weigh only 200 grams. Miao women's basket flower silver ring also pay attention to the heavier the better, some heavy more than eight jin.

3.1.3. Beauty with more

Many Miao areas wear silver jewelry with more beauty. Earrings hang three or four, folded down to the shoulder; the collar wears three or four pieces, no neck to cover the forehead: Fu's decoration, waist decoration all, all wear. In particular, the silver

clothes in the Qingshui River Basin have hundreds of combined components, showing a complex beauty. [6]

3.2. Miao silver jewelry design elements extraction

Miao silver forging technology is one of the national intangible cultural heritages. The earliest silver art of the Miao people sprouted in witchcraft totem activities. They created a variety of patterns and styles of silver jewelry, which not only exudes a strong mysterious color, but also shows a deep folk cultural connotation. It is generally believed that the traditional patterns of the Miao nationality, including the silver decoration patterns of the Miao nationality, are externalized in the form of simple thoughts such as totem worship, reproductive worship and ancestor worship, highlighting the long and profound cultural connotation of the Miao nationality. Therefore, in the innovation of Miao silver jewelry design, it is necessary to retain the exquisite silver jewelry manufacturing process, but also to reveal the Miao people's strong sense of national belonging and pride, as well as the deep cultural connotation caused by emotional resonance.

The silver pattern decoration of the Miao nationality is influenced by the Han culture, and it also has the meaning of symbolizing happiness and the pursuit of a better life. The ornamentation on some silver ornaments reflects the myths and traditions of the Miao people. For example, the hats, belts and other costumes of the Miao children are usually accompanied by auspicious patterns such as Bodhisattva, Eight Immortals and Eight Treasures. In the ancient songs of the Miao nationality, it is sung that Maple gave birth to Mama Butterfly, Mama Butterfly gave birth to twelve eggs, and Queyu Bird hatched the ancestors and twelve brothers of the Miao nationality. In addition to heaven and earth, maple is the ancestor. The hanging flowers on the silver ornaments are mostly triangular maple leaf patterns, and they are often used as intermediary shapes to connect other patterns.

The animal and plant ornamentation in Miao silver ornaments is one of the common and important elements in design. These ornamentations not only play a decorative role, but also carry rich cultural and emotional significance. Miao culture is deeply influenced by nature. Common animal and plant patterns on silver ornaments, such as flowers, birds, fish, etc., represent the connection between life and nature.

3.3. Emotional expression of shapes and ornamentation

The shape of Miao silver ornaments is usually closely related to nature and traditional beliefs. For example, many silver shapes mimic the elements of nature, such as crescent-shaped earrings, flower-shaped pendants, and leaf-shaped bracelets. These shapes are not only a manifestation of beauty, but also a reverence for nature.

Decoration is an important element in the design of Miao silver ornaments, which gives silver ornaments more cultural and emotional connotations. The ornamentation can include a variety of patterns, such as patterns, animal and plant patterns, geometric shapes, etc., which often reflect the emotions, beliefs and values of the Miao people. Patterns are very common in Miao silver ornaments, which convey the feelings of life and beauty. For example, lotus patterns often appear in silver jewelry, representing the feelings of purity and freshness. These patterns not only add beauty to the silver ornaments, but also make the wearer feel the inner peace and peace.

The shape and decoration of Miao silver ornaments are a way of expressing emotions. They convey the profound feelings of Miao people on nature, belief and

culture. These silver jewellery is not only a symbol of beauty, but also the embodiment of emotion, values and identity. People who wear Miao silver jewellery can feel these emotions and establish a deeper connection with nature and tradition. Therefore, Miao silver is not only an ornament, but also a medium of emotional and cultural heritage.

4. Emotional Design Application of Miao Silver Jewelry

4.1. Emotional experience at the instinctive level

In the design of Miao silver jewelry, the instinctive level of emotional experience includes people's visual attraction, tactile perception and emotional response to silver jewelry.

4.1.1. Visual attraction

Miao silver usually has a complex appearance. Designers use elements such as shape, color and decoration to create silverware that is visually appealing. When people see Miao silverware for the first time, their appearance may immediately trigger emotional reactions such as pleasure, praise, or exclamation. For example, the floral patterns and craftsmanship on a beautiful silver pendant are appealing and create a positive emotional experience.

4.1.2. Tactile perception

The texture of Miao silver jewelry can also trigger the instinctive level of emotional experience. When people come into contact with silver jewelry, they can feel its smooth, cool and solid characteristics. Tactile perception can bring comfort, comfort and a sense of security. For example, when wearing a Miao silver ring, the tactile texture may make people feel close to nature, and can also make people feel peaceful and peaceful.

4.1.3. The design elements of Miao silver ornaments such as shape, color and ornamentation may cause emotional reactions

Different decorations and patterns may inspire different emotions. For example, a silver pendant engraved with animal and plant patterns may evoke an emotional resonance with nature and vitality, allowing the wearer to feel a vibrant emotion. Or with the pattern of the Miao story, so that the wearer understands the original mysterious culture of the Miao nationality. This kind of emotional experience not only makes people feel the enjoyment of beauty in daily life, but also integrates silver ornaments into culture, tradition and identity, becoming a medium of emotional resonance and cultural inheritance.

4.2. Interactive experience at the behavioral level

The emotional experience at the behavioral level involves the actual interaction and use behavior between people and Miao silver jewelry, including wearing, displaying and sharing with others. This level of emotional experience can affect people's emotions and emotional resonance more deeply. Wearing Miao silver jewelry is a kind of personal experience, which connects Miao silver jewelry with its own body. This behavior is often accompanied by a strong emotional experience. By sharing Miao silver jewelry with others, the wearer can transmit and inherit Miao culture and traditional values. This kind of inheritance can make people feel that it promotes the

inheritance of national culture and brings a sense of identity and mission. Respect their own national history, improve national pride, self-confidence, and enhance national cohesion. Miao silver is a symbol of wealth, but also a display of beauty.

The comfort of silver jewellery is crucial to the emotional experience of the wearer. The design is reasonable and comfortable, and the wearer will feel more satisfied and happy. Whether the design of silver jewelry is convenient to wear will also affect the emotional experience. Easy-to-wear and off silver ornaments usually increase the frequency of wear because they provide convenience and practicality.

4.3. Reflection level of emotional resonance

The silver jewelry of the Miao nationality bears a profound national cultural tradition and historical background. Wearers often think deeply about the cultural sources of silver jewelry and understand the folk stories and legends behind it. This kind of reflection can bring about the strengthening of their own national cultural identity. The wearer will feel more closely related to the Miao culture, because wearing Miao silver jewelry is not only a fashion choice, but also a respect and recognition of cultural heritage. By reflecting on the cultural value represented by silver jewelry, this emotional resonance brings a sense of pride and belonging.

5. Conclusions

Since the beginning of the 21st century, great changes have taken place in human aesthetic taste and aesthetic pursuit. The primitive and mysterious culture has become the fashion and pursuit of modern people, and thus become the highlight of tourism. The silver jewelry of Miao nationality in Guizhou is full of divine publicity and free imagination, which has obvious regional characteristics and cultural characteristics of ethnic minorities. In the innovative design of Miao silver jewelry, emotional elements run through different levels of experience, including instinct level, behavior level and reflection level. These design elements not only give the silver unique aesthetic and cultural connotation, but also led to a profound emotional resonance, so that the wearer and nature, culture, faith and emotion to establish a profound connection.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Funding

This work was supported by the Research on the revitalization of embroidery with ethnic characteristics in Guizhou Province (No.2023GZGXRW081).

References

- [1] Chen, L. On the application of Miao silver elements in the costume design of animation characters. *Artistic Exploration*, 2010, 24(01), 103-104+114, DOI: 10.13574/j.cnki.artsexp.2010.01.066.
- [2] Gong, L.J. Research on ecological aesthetic education of traditional literary and artistic classics. *Journal of Yulin Normal University*, 2017, 38(03), 71-76 + 81, DOI: 10.13792/j.cnki.cn45-1300/z.2017.03.014.

- [3] Bai, X.R.; Dong, J.; Zhao, Y. Research on emotional design in signage system. *Western leather*, 2021, 43(19), 61-62.
- [4] Song, Y.J. Research on emotional design of commodity packaging. Zhengzhou University, 2013.
- [5] Liu, Z.P.; Zhang, Y.J. Research on emotional design of products. *Industrial design*, 2021, 10, 73-74.
- [6] Yang, X.H. Guizhou Taijiang, Leishan Miao silver jewelry survey. *Journal of Guizhou University (Art Edition)*, 2005, 02, 10-16.



© 2023 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)