

Title : Western-Style Jewelry Design with a Greek Mythology Theme Using Computer Program

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ABSTRACT

Greek mythology is a timeless literary tradition that transmits ancient beliefs and narratives into the present day. Centered on the twelve Olympian deities and the influential Titans of the primordial era, these stories are now widely disseminated through contemporary media such as gaming, anime, and cosplay.

This research aims to integrate the distinctive identities and symbols of Greek deities into Western-style jewelry design. By selecting Gaia, Artemis, Apollo, Eros, and Poseidon as creative prototypes, the collections were modeled using RhinoGold, a premier 3D jewelry design software recognized for its precision and versatile functionality.

A satisfaction survey was conducted via 71 online questionnaires. The primary analysis focused on 58 respondents (81.7%) familiar with Greek mythology. Results indicated that the majority of the target group were females (63.8%), seniors in their fourth year of university (55.2%), and primarily learned about Greek myths through fiction and novels (74.1%). Regarding purchasing behavior, 94.8% expressed interest in buying jewelry, with price and value being the most significant influencing factors (89.1%). The Artemis set emerged as the most popular jewelry collection (36.4%). Specifically, the Artemis earrings and the Apollo pendant received the highest satisfaction ratings within their respective categories, each favored by 36.4% of the respondents.

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