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

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Model












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 Artemis, Gaia, Apollo, Poseidon, and Eros as creative prototypes, the collections were modeled using RhinoGold, a premier 3D jewelry design software recognized for its precision and versatile functionality.

Introduction

The main idea stems from a fondness for and the fact that Greek mythology has never faded and remains popular as a result of novels, films, and games that depict the gods from various perspectives, Such as "다프네를 위하여" A Korean manhwa novel reimagined based on the mythology of Apollo and Daphne, "*Percy Jackson*" is an American novel series that tells the story of the adventures of Percy Jackson, son of Poseidon. Some of the stories have been adapted into films.
The jewelry design principles incorporate elements and symbols from Greek mythology, such as symbols of gods, blended with Western jewelry styles that emphasize luxury, simplicity, and modernity. The designs prioritize balance and meaning reflecting Greek legends.

Methodology

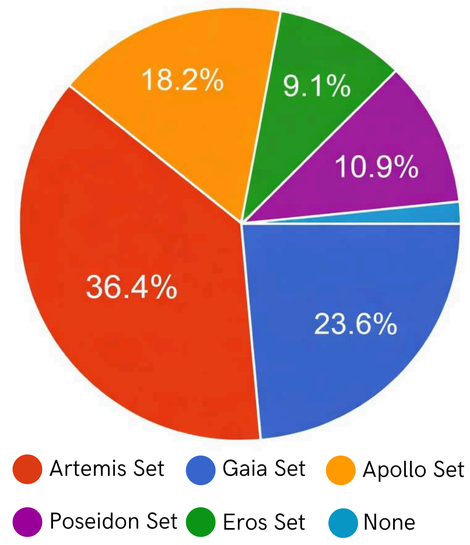
- Research Greek mythology, analyze the distinctive identities and symbols of the gods for inspiration, and study current design trends.
- The collected information used to create sketch designs.
- The sketches are then created into a 3D model using a computer program called RhinoGold.
- An online survey (Google Forms) was created to gather opinions from the target group and collect data for analysis of satisfaction regarding aesthetics and creativity.

Result

A satisfaction survey was conducted via 71 online questionnaires. The primary analysis focused on 58 respondents (81.7%) familiar with Greek mythology (Because this target group is more likely to receive better advice than someone unfamiliar 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.

Conclusion

The survey results showed that the most popular jewelry sets were Artemis Set, Gaia set, Apollo Set, Poseidon Set and Eros Set, in that order. Beyond that, there was a target group that didn't choose any jewelry pieces, leading to the conclusion that the results may not be satisfactory. In the future, more elegant and simpler designs may be needed to target this specific customer segment.
And of course, the factors influencing the target group's choice of jewelry are price and value for money.



Acknowledgement

I would like to express my sincere gratitude to my advisor, Associate Professor Dr. Apichet Boonsoong, for his invaluable advice and guidance throughout this research. Special thanks to Dr. Ratthaphon Amphon for his instruction in course 218496, and for teaching me the essential skills in RhinoGold and 3D modeling.
I am deeply grateful to the 50th Geological Anniversary Chiang Mai University and the Faculty of Science, Chiang Mai University, for their financial support and for providing the research facilities.
Finally, I would like to thank the staff of the Department of Geological Sciences for their daily assistance and for providing access to the computing facilities. Their support was vital to my daily progress.

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