Chapter in Book

Revamp: Utilizing 'BDPQ' Ideation in 3-Dimensional Jewellery Designs

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Abstract: *Revamp means to reorganize or change something to make it better. 'BDPQ' is a reversal of the alphabet that young readers still learning to read typically find challenging to recognize. Empathize, define, ideate, prototype, and test are the five phases of the design thinking process. The third step of the Design Thinking process, ideation, is where ideas are generated. Practitioners and jewellery designer have consistently centred their work on a wide range of principles. For instance, the concepts relating to the process of creating and manufacturing, subject matter selection, idea formation, idea exploration, and idea manifestation. Undergraduate students find it hard to begin the ideation process due to the lack of skills to start a new idea. The ideation process had to use a long time to elaborate and develop from one idea into another new idea. The principles of the subject matter's structure and form are always ignored because of excessive ideation. The 'BDPQ' ideation method will guide beginner jewellery designers to easily produce simple jewellery designs with the wise potential to be developed more into a sophisticated design. From the fundamental design, by using the same 'BDPQ' ideation method that design can be elaborate into another better design. Based on good design fundamentals, there will be more upcoming new jewellery designers. Effective and impactful jewellery design will affect their commercialization potential. A brilliant design idea has the ability to stimulate new interpretations and develop leads into trends.*

Keywords: revamp; utilizing; ideation; jewellery.

1. INTRODUCTION

Revamp means to reorganize or change something to make it better (Cambridge Dictionary, 2022). As far as the tittle is concern, revamp will focus on 2-dimensional 'BDPQ' ideation improved to 3-dimensional ideation. 'BDPQ' is a reversal of the alphabet that young readers who are still learning to read typically find challenging to recognize (Jordan, 2005). Empathize, define, ideate, prototype, and test are the five phases of the design thinking process (Gavin, 2010). The third step of the design thinking process, ideation, is where ideas are generated. Practitioners and designers of jewellery have consistently centred their work on a wide range of principles. For instance, the concepts relating to the

process of creating and manufacturing, subject matter selection, idea formation, idea exploration, and idea manifestation (McGrath, 2007).

2. METHODOLOGY

This design research is based on the ideation process that is related directly with utilizing 'BDPQ' ideation method. The process consists of a set of steps that transform any discoveries or data into any kind of results (Ulrich & Eppinger, 2012). As an example, take the physical process of cooking rice, which converts a paddy into rice. The arrangement of information required by a developer or designer to transform a design into something usable or marketable is called a product development process (Ulrich & Eppinger, 2012). To evaluate the marketability, need for the study, demand, and to analyse the results, a survey method was used (Priscilla, 2005). A particular survey had been carried out among jewellery designers and practitioners. That survey includes knowledge about jewellery design, the need for an easy method to begin the ideation process, especially jewellery design and a survey related to a particular subject matter commercialization potential.

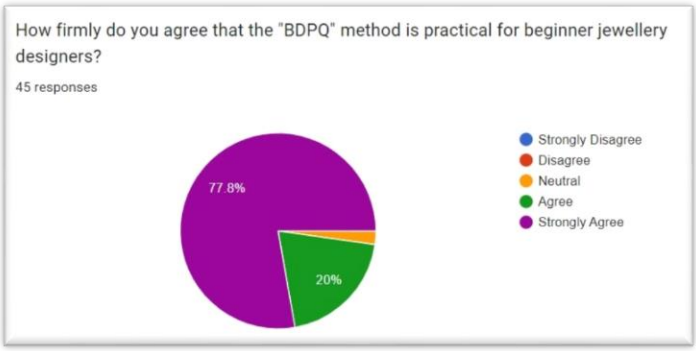

Figure 1. Practicality of 'BDPQ' ideation for apprentice jewellery designer

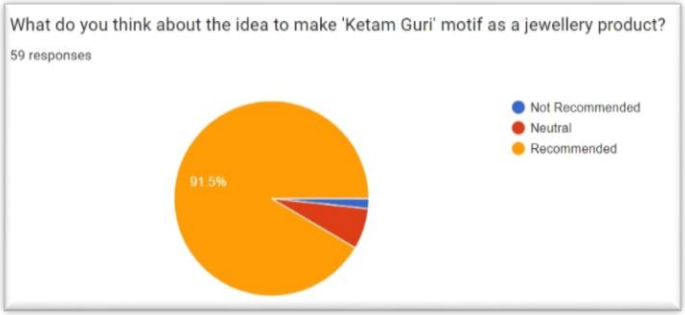

Figure 2. 'Ketam Guri' as a recommended subject matter

After the necessity and the potential of marketability had been identified, the researcher begins the 'BDPQ' ideation process to get the best jewellery design based on the related subject matter. The ideation begins with identifying the suitable type of jewellery. The researcher had chosen necklaces as jewellery to develop and consolidated with the subject matter. There are a variety of types of necklaces such as bib necklaces, collar necklaces, princess necklaces, and many more (Ray, 2017). The researcher has chosen the bib necklace because of its large size characteristics and is suitable to be worn with a simple modern outfit (Ray, 2017). The 'Ketam Guri' flower was chosen due to its heritage in Malay wood carving and Malaysian traditional batik. The 'Ketam Guri' motif is in the process of being

gazetted to make it an official Batik motif for the state of Kelantan by the Kraftangan Malaysia Cawangan Kelantan **(**Ulrich & Eppinger, 2012). The subject matter was simplified throughout the 'BDPQ' ideation process and developed into a new shape that can be consolidated into jewellery design.

The resulting shape is rotated both vertically and horizontally based on the subject's matter silhouette to produce the "BDPQ" pattern. Based on this pattern, the next step is to combine all those shapes to generate a suitable and attractive design arrangement of necklace design. The fourth design thinking stage called prototyping can then come after this ideation (Gavin, 2010). The integration of the reversal characteristic will lead to a more diverse ideation process, which will also provide more intriguing designs.

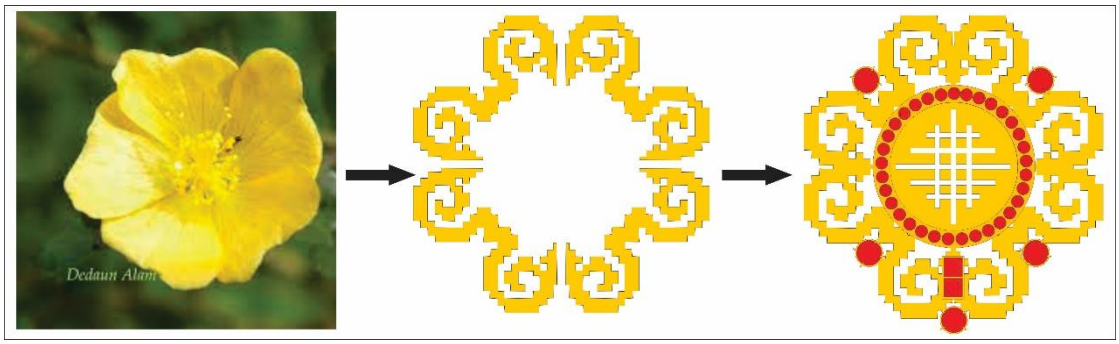

Figure 3. Example of one of the five designs produced inspired by 'Ketam Guri' has been trace into an outline.

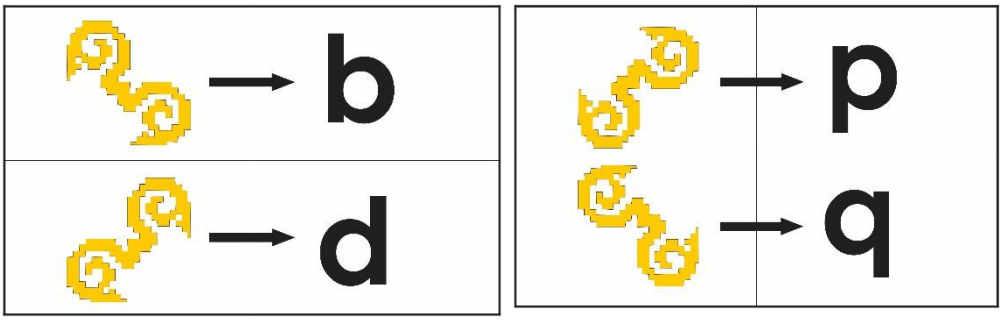

Figure 4. 'Ketam Guri' outline has been flip vertical and horizontally to comply with the 'BDPQ' ideation.

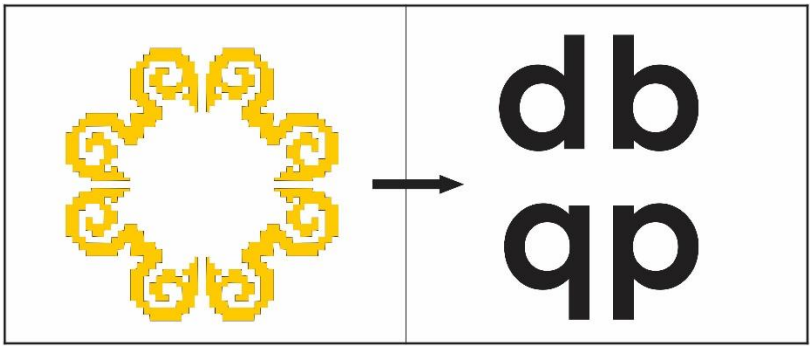

Figure 5. Combination of 'b' with 'd' and 'p' with 'q'of 'Ketam Guri' motif produced shape arrangement based on 'BDPQ' ideation.

A survey on the best design related to the main title has been carried out. The best design that had been chosen had the most outstanding 'BDPQ' ideation element. Followed by that, it shows the potential of 'BDPQ' ideation in the attractiveness of jewellery design that has the potential to be commercialized.

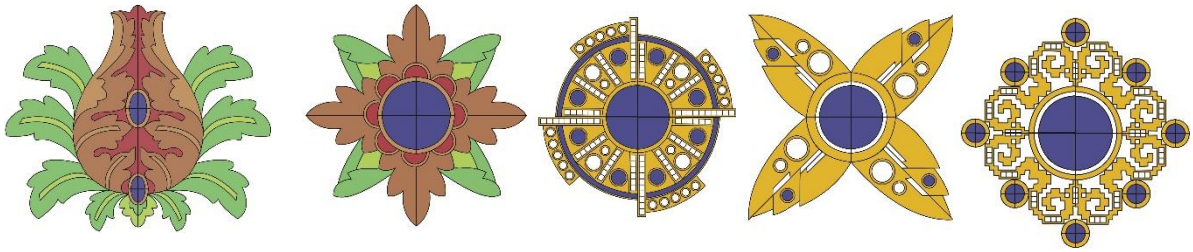

Figure 6. Five designs have been through a survey for final design selection.

3. FINDINGS

The researcher is required to create jewellery using the 'bdpq' ideation approach. Based on the survey that has already been conducted, the jewellery design that has been designed and selected has the potential for commercialization. The subject matter selection that well known with impregnable foundation by its heritage makes the consumer become fascinated and more impressed (Hafiz, 2020).

The researcher has produced neckwear called the bib necklace. The bib necklace is a substantial necklace with a straightforward style (Ray, 2017). Despite being straightforward and lacking in finer details, the bib necklace that was created was modelled after the shape and form of 'ketam guri'. The 'ketam guri' shape and form have also been extracted from wood carving motifs, 'batik' motif and 'songket' element. The organic and geometric fundamental shape has been considered in the ideation process. These two forms were joined and put in a certain order to make the centre parts of a bib necklace. Based on the selected subject matter, numerous sets of bib necklace compositions have been created. The researcher has utilized the survey method, the best arrangement was selected, and the respondent is among the jewellery practitioners.

Figure 7. The final design that has been selected and went through development by using 3-dimensional software.

A virtual 3-dimensional (3D) prototype of the final bib necklace design was created using the computer-aided design (CAD) programme Solidworks. In advance of the actual product being constructed, the virtual prototype being created with this programme become swiftly, economical and with a wider variety of configurations and materials.

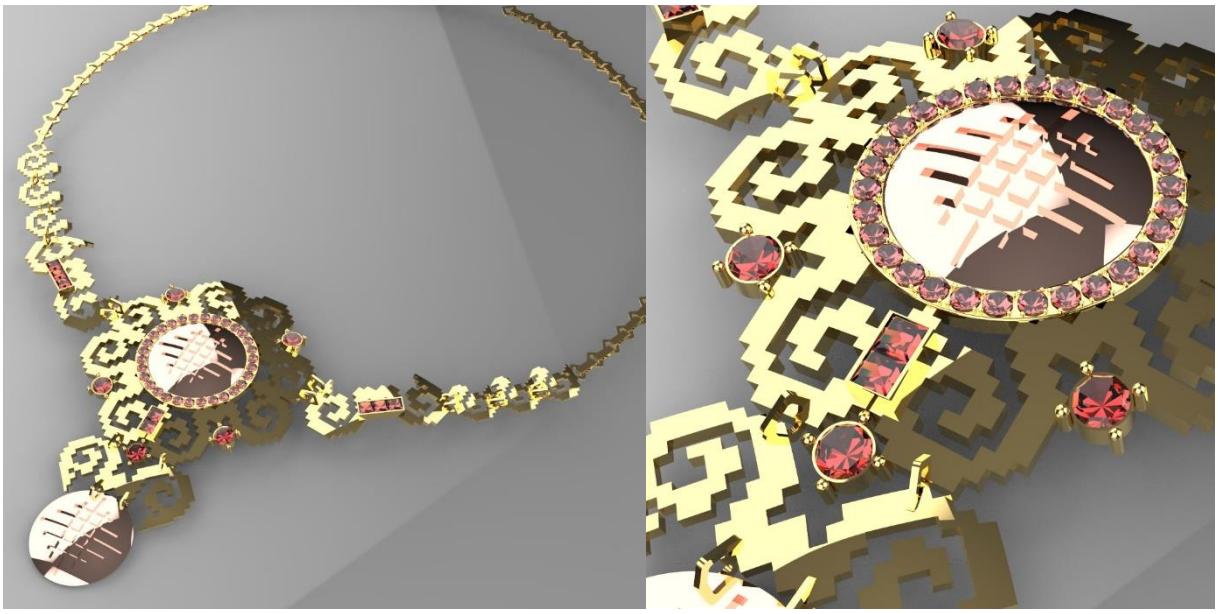

Figure 8. The final design that has been selected and went through development by using 3-Dimensional software and virtually rendered.

4. DISCUSSION

As mentioned previously in the introduction, the third phase in design thinking is ideation (Gavin, 2010). The effectiveness of 'BDPQ' ideation in this research is highly prioritized. Five distinguished designs have been established by utilising all design thinking processes and consolidating them with 'BDPQ' ideation. Each design among five designs that have been through the survey process has more than eight per cent of the vote. It means each design inspired by 'Ketam Guri' have considerable potential to be developed into a prototype and commercialized.

Utilizing the 'BDPQ' ideation makes the ideation process straightforward and at the same time makes it more systematic and structured. The process of flipped shapes vertically and horizontally was easily done by using computer-aided design (CAD) software. It is resulting the immense potential of any subject matter to be developed into jewellery design.

5. CONCLUSION

The researcher has concluded that jewellery design is one of the best methods to preserve traditional motif elements especially 'Ketam Guri' motif. The 'BDPQ' ideation method makes an easy route to the effective sophisticated jewellery design. The exclusive characteristics of jewellery products make the 'BDPQ' ideation elements applied effectively through the systematic and appropriate selection of subject matter. A person that owns that unique jewellery will wear it with confidence and pride because of the good design and traditional heritage combined in one masterpiece.

Finally, this research shows that people that work or study in the jewellery area also responsible to make the jewellery industry's growth positively involve all levels of society. From undergraduates, jewellery students, traditional craft persons, individual jewellery collectors, and small industries to substantial jewellery merchant princes, works together for the continuity of the jewellery positive growth.

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