

ADVANCE COURSE IN JEWELLERY DESIGN

INTRODUCTION

Designing for various International market and domestic (branded) market is the need of commercial designing. Professional designing is all about directing your creativity and design activities as a response towards the given brief.

Any receive brief is an initial part, the second & most important part for a designer is the interpretation & understanding of that brief supported by design research & analysis combined with the understanding of various practical aspects, materials, manufacturing methods and requirements, various design possibilities with mass production techniques and economic considerations.

The design process is all about 'Selection'. Various factors of a brief create numerous design possibilities to express design ideas. It is the selection of appropriate options and working on it in a right direction that makes the difference. A methodical approach in designing yields better results.

Duration	30 sessions
No. of seats	10
Eligibility	H.S.C. Completion of basic designing from any reputed Institute. Personal interview would be held to see portfolio, aptitude & merit for the final short-listing of students.
Fees	Rs.18000/- by demand draft
Certification	90% attendance and submission of all the exercises and tasks set in the Course with satisfactory level is necessary.
Assessment	Only internal grading / assessment to gauge the skills acquired the Candidates.
Target group	Jewellery designers and practitioners.

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COURSE CONTENTS

DURATION : 30 sessions

Analysis ,Interpretation and application of brief

Analytical and Methodical Approach in Jewellery Designing

Design Research ,Analysis and adaptation

Designing Process

Precious Metals,stones and Various materials in Jewellery

Economic / Material analysis

Functional aspects in jewellery

Developing Link units and Linking ideas

Various Jewellery Manufacturing Methods

Mass Production Techniques: Casting, Stamping and Electroforming

Designing for Mass Production

Designing for International Market

Designing for Domestic (Branded Market)

3-D Design Development :Isometric Drawing as a Designing tool

Use of Modelling Materials in Designing

Self assessment, Presentation and Verbal Communication of Design Ideas