

# Industry Oriented Professional Jewellery Design Course

## INTRODUCTION

The Indian jewellery today has to face a tough competition from rivals. The Indian industry has to have an extra edge to sustain and remain miles ahead of their competitors. It is very important to evaluate what should be done to achieve that extra edge.

Most companies are trying their best to get big orders and make big monetary gains. To achieve this, the first thing to be considered is to start from the base or roots. Design is considered to be the base or roots of these profits in the industry. Only if the roots are strong enough and firm, then they will produce and sustain the huge tree.

A sincere thinking will make us understand, that the designers presently working in the industry lack the necessary **design knowledge**, as explained below.

- 1) A drawing or a sketch made is not considered a design unless it has at least the top and front views. (Side views will make the same clearer.) Designers must know how to draw them. They should be able to draw these views for all the categories including bracelets.
- 2) Proper knowledge of International and Local Markets is very important for the designers.
- 3) The design drawn should match with the end product.
- 4) Designers should be confident that the design drawn can be manufactured into an actual jewellery piece.
- 5) **Isometric / 3 D** views are very essential. Buyers understand the designs better if they are accompanied by isometric / 3 D views. It has been observed that the probability of the designs getting selected increases tremendously. Designers should know these thoroughly.
- 6) Stone weights should be calculated exactly at the design stage itself with not even an error of 1%.
- 7) If design is given along with the **SECTIONAL VIEWS**, it will help the model making team to make the models accurately as per the design.
- 8) Designers should have the knowledge of how to modify / convert or create new designs which will get the company big orders and subsequently huge profits.
- 9) Designers should know to make the designs taking into account the drawbacks / constraints of the manufacturing team of each company.

## **ADVANTAGES:**

- 1) Students having done this course will easily get absorbed in the industry. They will not have to undergo any training on the job. This will also attract more employers to hire students passing out of this course. Companies will save their time and money to train the students.
- 2) The **pay scale** of the students will be highly attractive at the time of joining.
- 3) **Orthographic / Technical (TOP, SIDE, FRONT)** projections are termed as designs in the industry. Students will be well versed and confident in drawing them.
- 4) The buyers in the industry prefer Orthographic along with isometric projections. Students will be able to draw both of them.
- 5) Students will confidently be able to design for various International and Domestic markets.
- 6) The designs made by the students will be accurate according to the sizes and wit all the necessary information. They can directly go for model making.
- 7) Students will be able to make the designs which are possible to be manufactured.
- 8) Students will be able to draw **SECTIONAL VIEWS / 45 DEGREE VIEWS** etc. which will help the Product Development team in understanding the designs. Thus the designs will be self explanatory.

<b>Duration</b>	40 sessions
<b>No. of Seats</b>	10
<b>Fees</b>	Rs. 50,000/- by Demand Draft / Cheque
<b>Days</b>	Tuesday, Thursday & Friday (2 sessions per day)
<b>Certification</b>	Submission of all the excercise & tasks set in the course with satisfactory level is necessary
<b>Assessment</b>	Only internal grading / assessment to guage the skills acquired by the candidates.
<b>Target group</b>	Jewellery Designers & practitioners, Jewellery design students

## COURSE CONTENTS

- Designing & its importance in the jewellery industry
- Role of the designer in the jewellery field
- Creativity
- Counter Sketching
- Making Basic Forms & Modification of Forms
- Shading & Rendering Professionally
- Technical Drawings
  - Introduction to Technical drawings
  - Concept of 0D, 1D, 2D, 3D
  - Geometrical Constructions
  - Orthographic Projections
  - Projection of Points , Lines, 2D Figures
  - Projection of Solids (3D Objects)
  - Isometric Projections
  - Sectional Views
  - Pictorial Views
  - Intersaction of Solids
  - Perspective Projections
  - Centre of Gravity
  
- Using Instruments & Other Materials for Jewellery Designing
- Precious & Semi Precious Stones used in Jewellery
- Various Metals & Other Materials used in Jewellery
- Types of Textures
- Types of Settings
- Types of Linkings
- Type of Locking Mechanisms
- Designing Various Jewellery Products
- International (USA, Germany, Japan, UK, Italy etc.) & Indian Markets in detail & designing foe these various markets
- Calculation of weights of stones & metal used
- Calculation of costs & pricing
- Making Perfect & Sellable Designs
- Designing from an Inspiration
- Designing for Jewellery Designing Competitions
- Jewellery Manufacturing Process
- Designing for a Specific Buyer
- Making Design for a specific selling price
- Making portfolio with designs having commercial value & working on various designing projects

- Introduction to CAD