



Course Contents

Study of Design

1. Elements of Designing

Point, Line, Shape, Plane, Texture, Color, Pattern, Form and Space

2. Principle of Designing

Balance, Rhythm, Harmony, Proportion, Order, Movement, & Compositions

3. Jewellery Designing: an overview

Sources & Inspirations

4. Metal

Precious metals : Gold, Silver & Platinum Characteristics/Properties and Classification of Metals , Metal Texture, Alloy

5. Gemology

Characteristics of Gem stones ,Physical Properties of Gem Stones, Optical Properties of Gem Stones , Moh's scale of Hardness , Classification and types , Precious and Semi precious Gems , Gems Stones, Shapes & cuts , Studying Different Cuts and Shapes of Stone

History of Diamond: The Dark Age , The Middle Age , Recent Time Type of Diamonds; White, Pink, Green, Yellow , Blue & Champagne Diamonds

Diamond Cutting, Polishing & Grading , Instruments used for Cutting, Grading and Sorting of Diamonds , Certification of Diamonds , Physical and Optical Properties of Diamonds, Surface Luster of Diamonds , Fluorescence In Diamonds ,Indestructible Diamonds , The Refractive Index

Gemological Characteristics 4-c's of Diamond, Clarity, Colour grades, Cut, Carat

6. Gemstones setting

Study of Setting –Channel, Prong, Pave, Flush, Illusion, Invisible and Tension.

7. Basic Drawing and Sketching

Hand Control Exercises , Freehand Sketching , doodling, stippling, hatching, Shading of Different Geometrical Shapes ,Drawing and Rendering ,Rendering of different metals, Drawing and Rendering Gem Stones, Drawing of different Gem Stones , Size and Shapes of Gem Stones , Facets, Cabochons stones, Settings of Gem Stone, Finishing and Enhancement of Designs using different Settings.

8. Basic Knowledge of Coral draw

Introduction to the CorelDraw Program , Basic Tools in CorelDraw, Various Shapes , Color Fill & Outline Tools Design Development Motif development to make Jewellery Theme Based Designing Earrings Bracelets Pendants Rings Brooch Presentations Special Effects to Images, Backgrounds , Text Option, Frame , Detail of Jewellery piece.

9. Metal Decorations and designing

Enameling , Filigree , Metal Textures & finishes

Designing Jewellery on a particular theme , Development of Motif to Design Jewellery according to different Themes, Brooches , Pendant sets, Fancy pendants , Tanmaniya , Earrings; Studs , Long earring Chandelier ,Rings, Flat band Concave and Convex , Fancy rings , Bracelets & Bangles: Tennis bracelets ,Stiff bracelets Bangles , Anklets: Flexible , stiff , Necklaces, Choker ,Tapering & Party wear Men's jewellery- Cufflinks ,Rings , Bracelets , Pendants ,Tie pin Teen Kid's Jewellery

10. Introduction of historical Jewellery

Study of Historical Jewellery

India Mauryan, Sunga, Gupta, Kushan, Chandella, Mughal

International

Art Nouveau , Art Deco , Edwardian , Victorian ,Retro Period , Egyptians

Jewellery in the 21st century

Latest Fashion Trends and Forecast ,Colour in Gems

11. Types of Jewellery (designing)

Women's Jewellery ; Brooches , Earring , Pendant , Bracelet, Anklets , Ring , Necklaces , Type of Necklace ; Choker Necklace, Dog Collar, Riviere, Lariat, Y Necklace, Segmented Necklace, Raani Haar, Tapering Necklace & Bridal Necklace

12. Costing and Pricing Strategies

Costing of a Jewellery Piece , Wastage , Labour Cost ,Determination of Profit , Selling Prices ,Jewellery Purchasing.

13. Main features of Jewellery of major International markets

USA • Japan • Dubai

Main features of Jewellery of European International markets

Italy • Germany • France

International and national jewellery shows, International brands and Indian brands

International and Indian designers

14. Traditional Jewellery

Definition of Traditional jewellery ,Main features of Jewellery of major Indian markets , Kundan Meena Jewellery of Rajasthan Kundan Meena Definition/ Meaning , Process , Evaluation , Enameling ; Kinds of Enamel , Techniques, Gold Jewellery of Rajkot Temple Jewellery of Kerala , Terracotta Jewellery of Bengal Jewellery Style of Maharashtra Art of Filigree- Orissa o Filigree Meaning & Process

15. Manufacturing process

Handmade , Modeling ,Casting : Method of giving form to Molten metal. , The Development of casting technology , Model Types ,Lost Wax Casting Advantages & Limitations , Type of Wax Hand carving Wax Building or Sculpture Wax Soft Wax Tacky Sticks Water Soluble wax Injection,

Solders & Soldering ;Meaning , Solders , Flux , Basic soldering techniques, Methods , Electronic components ,Pipe/Mechanical Soldering , Stained Glass Soldering

Basic Jewellery manufacturing Techniques

Sawing , Filing , Annealing ,Drilling , Soldering , Reverting , Pickling , Ultrasonic , Hammering , Polishing , Milling , Wire Drawing , Alloying , Stamping

Clips & Connections: A Keg Closing , A Box Closing , Spring Clip , A Bayonet Closing , Locks (Stop) , Clips For Earring

Connections With Half Ring For Settings , Connection With A Hinged Stud , A Nail Connection

Metallic Buildup: Sand Blasting • Polishing • Laser Technology • Electroforming : Process , Electroplating ,Process, Strike, Current Density, Brush Electroplating, Electroless Deposition & Cleanliness

16. Quality Control Process

Focus on Quality Control , Design , Manufacturing Activities , Purity , Certified Precious Stones, Price Stability , Process & Information Integrity

Hallmarking Introduction of Hallmarking, Certification of Gold , BIS Mark , Indian Scenario , BIS and Consumer Awareness

17. Accessory design

Male& female Watches , Pen studded with diamonds/colour stones ,Belt buckle , Spectacles /goggle , Footwear's buckle , Hairpin/Back pin , Mobile cover along with charms ,Others (millinery, purses, bags, wallets, etc.)

18. 3D CAD (Rhinoceros)

Complete knowledge of software Rhino 3D CAD

19. Marketing Communications

Advertising, personal selling, sales promotion, public relations, and direct marketing

Marketing of Jewellery

7P's of Marketing i. Product ii. Price iii. Promotion iv. Place v. Packaging vi. People vii. Positioning

Sales promotion: Definition Tips How to Increase Sales

Advertisements

Advertising: Definition, Meaning & Importance. , Types of Advertising, Local, National, Retail, Business, Trade, o Industrial, Social, Classified and Display Advertising.

Role of Advertisement in Jewellery trade.

Advantages of Jewellery Exhibitions & Trade Fairs

Brand Management

Importance of Brand , Types of Brand , Brand Positioning , Building Brand personality , Strengthening Online Identity

20. Care of jewellery

Storage, wear and cleaning , Wardrobe tips , Points To Keep In Mind for Prefect Jewellery Collection

21. Portfolio

One basic, design, mainportfolio submission

Project on favourite Designer

Project on market survey

Project on international market

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