



# BACHELOR IN JEWELLERY DESIGN INNOVATION & TECHNOLOGY



**DURATION:** 3 YEAR FULL TIME (6 SEMESTERS)

**ELIGIBILITY:** H.S.C. pass with minimum 50% marks.

**ADMISSION PROCEDURE:** WRITTEN TEST FOLLOWED BY INTERVIEWS

**OBJECTIVE:** To equip students with technology, processes, practices, and techniques of manufacturing and fabrication of jewelry sector; accompanied by management studies to get in-depth knowledge, necessary skills, in readiness for jobs in the field.

**JOB OPPORTUNITIES:** An individual can work as Visual Designer, Insight Officer, Design thinker, Trend analyst, Gem Appraisal Assistant, Sales Manager, Creative manager, Jewellery Merchandise Director, Diamond Grader, Gemologist, Appraiser, etc.

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## COURSE CONTENTS:

### SEMESTER 1

- Drawing Stage I
- Exploring Metals
- Model Making
- Information Technology
- Art and Design History
- Communications Skills I

### SEMESTER 2

- Jewellery Design Stage I
- Metalsmithing Stage I
- Design Illustration
- Environmental Studies
- Photography and Presentation Stage I
- Personality Development
- Summer Internship (related to jewellery / crafts)

### SEMESTER 3

- Jewellery Design Stage II
- Metalsmithing Stage II
- CAD Stage I
- Gemology Stage I – Introduction
- Material Testing and Technology
- Fashion Trends and Forecasting
- Photography and Presentation Stage II

### SEMESTER 4

- Jewellery Design Stage III
- CAD Stage II
- Specialization
- Metalsmithing Stage III & Surface Manipulation Stage I
- Gemology Stage II
- International Jewellery Business Management
- Internship (Related to jewellery)

### SEMESTER 5

- Jewellery Design Stage IV (Brands)
- CAD Stage III (CAM / Printing, structural designing)
- Specialization
- Manufacturing or Gemology/Metalsmithing Stage IV/Gemology Stage III
- Understanding Buyer Behaviour - solution seeking
- -Communication Skills II

### SEMESTER 6

- Merchandising and Visual Merchandising
- Project Stage I (on Apparel Accessories)
- Project Stage II (creating a line)
- Customer Relationship Management – CRM
- Internship