

# Jewellery Design in Digital Age



QF Level: 3 QR Registration No.: 21/000967/L3 Registration Validity Period: 01/01/2022 - 31/08/2026

## Course Features

### Course Aims

This course aims to develop students' creativity and to equip them with the basic knowledge and digital technology application skills required for jewellery design, enabling them to apply their learning to the creation of ideas and development of three-dimensional jewellery design. Emphasis is also placed on enriching students' understanding of culture, aesthetics, technology, design and society, facilitating their further development in the creative industry.

### Diversified Learning and Teaching Activities

Activities such as technical demonstration and lectures, professional talks and sharing from industry partners, visit to trade fairs, jewellery workshops, etc. will be arranged to support student projects and graduate showcase.

### Simulated Learning Environment

Equipped with industry-standard facilities and equipment, e.g. Jewel-Tech-Space, Design Studio, Jewellery Workshop, Gemmology Laboratory, etc. for students to practise related knowledge and skills.

### Professional Recognition

Students will obtain a Qualifications Framework (QF) Level 3 certificate in addition to HKDSE qualification upon successful completion of the course.



## Learning Modules

### 1. Creative Design Methods (30 hours)

- Work ethics, responsibilities in design profession and conduct on virtual platforms
- Design history and consumer culture on ecommerce channels
- Creative thinking in jewellery design
- Aesthetics and appreciation of jewellery and accessories design
- Fundamental design

### 2. Jewellery Drawing (30 hours)

- Drawing tools, media and technology enabled alternatives
- Basic perspectives and construction drawings
- Presentation of material texture and 3D form on 2D drawing

### 3. Jewellery Making and Material Knowledge (30 hours)

- Jewellery/ accessories design material research and studies
- Categories and structure of jewellery/ accessories design
- Jewellery/ accessories making techniques and modern-day CAD alternatives
- Craftsmanship in jewellery/ accessories design
- Safety rules in workshop and use of tools

### 4. Jewellery Design with Digital Tools (30 hours)

- CAD software fundamentals
- 3D concepts applied in CAD
- Application of various 3D software in jewellery/ accessories design

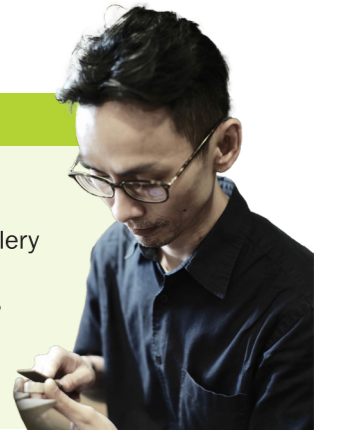
### 5. Integrated Design Project (60 hours)

- Design processes
- Design brief and methodology in thematic design
- Hand sketches and digital tools to record design development
- 3D printing technology
- Model making
- Digital presentation and media strategy
- Integrated Design Project: "MyBrand" or "MyDream"



## Mr Hugo Yeung, Co-Founder of Obellery, Contemporary Jewellery Studio

"As the centre of Asia pacific jewellery trade, Hong Kong has played an important role in shaping the modern day industry environment. It is crucial that we embrace this rich cultural heritage and pass it on to young generations. This ApL course introduces jewellery design fundamentals, and introduce the diversity of body adornments beyond fine jewellery. The course will also nurture students' understanding of jewellery materials, 3 dimensional composition, etc., thus forming a unique aesthetic of their own. Students will be better equipped in the field of art and design and get new inspirations on their creative pathways."



## Articulation Pathways

### Further Studies

Courses related to jewellery design, product design, manufacturing technology and visual communication. For example, there are some related courses offered by the Technological and Higher Education Institute of Hong Kong (THEi) / Hong Kong Design Institute (HKDI) :

- Bachelor of Arts (Honours) in Jewellery, Materials and Design
- Bachelor of Arts (Honours) in Product Design
- Higher Diploma in Product, Furniture and Jewellery Design (Subject Group)

### Employment

Careers in the fields related to jewellery design, lifestyle product design, jewellery manufacturing technology and visual communication.



## Class Arrangement

### Mode 1

(Lessons may also be scheduled during summer holidays.)

Every Saturday 09:00 – 13:00 OR  
Every Saturday 14:00 – 18:00

### Venue

Hong Kong Design Institute (HKDI)  
3 King Ling Road, Tseung Kwan O, N.T.

Remark: Final class venue/ time may be subject to change with respect to the confirmed number of enrolment and other special circumstances.

### Mode 2

Subject to mutual agreement between the school and the VTC.

### Selection Arrangement

Students are required to attend a group interview or an online interview/ assessment. Selection is based on student's interest in design, motivation and willingness to learn, aptitude, drawing and design-related skills as well as communication skills.

### Course Fee

\$15,100 (Course fee is fully subsidised by the EDB.)