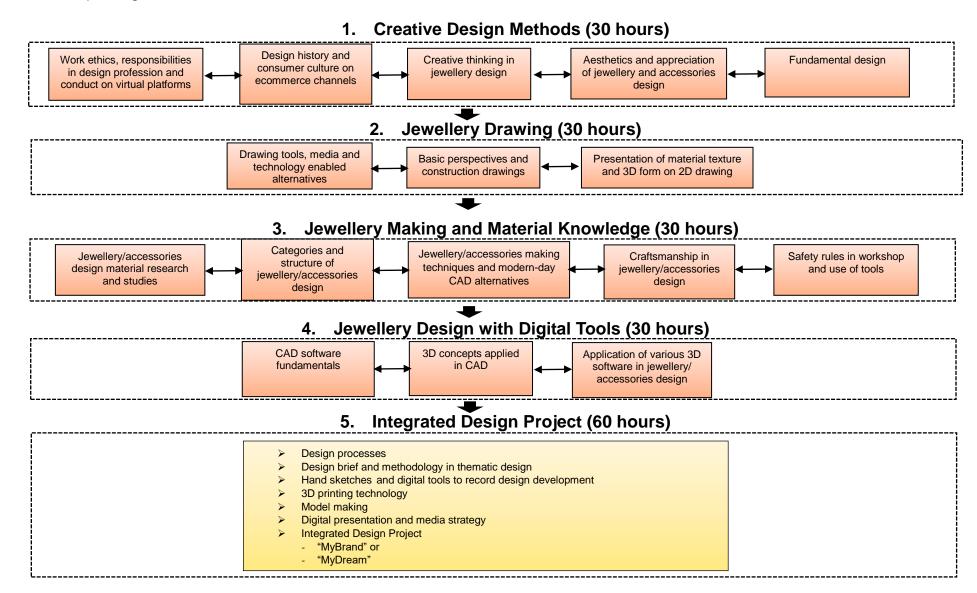
Applied Learning

2022-24 Cohort; 2024 HKDSE

Item	Description
1. Course Title	Jewellery Design in Digital Age
2. Course Provider	Vocational Training Council
3. Area of Studies/ Course Cluster	Creative Studies/Design Studies
Medium of Instruction	Chinese or English
5. Learning Outcomes	 Upon completion of the course, students should be able to: demonstrate a basic understanding of the work ethics of jewellery designer, the importance of copyright issues and the professional conduct on virtual platforms; appreciate, analyse and interpret different jewellery styles and design trends in local and global context, and evaluate consumer culture on ecommerce platforms; apply creative thinking skills to develop design solutions and strike the balance between end-users' needs, aesthetic appreciation, and functional requirements; integrate and apply basic design knowledge and skills of jewellery design in the design process, and recognise the CAD technology enabled alternatives to traditional design methods; express well-thought-out ideas with communication and presentation skills through integrated design project; and present design ideas through technology enhanced practices in the industry; and develop self-understanding for further studies and career development in the related fields.

6. Curriculum Map - Organisation and Structure



7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

Further studies

Possible further study and career pathways

e.g. jewellery design, product design, manufacturing technology, visual communication

Career development

- positions at entry level e.g. designer assistants, junior jewellery designers, illustrators, jewellery retail sales assistants, assistant visual merchandisers
- positions at managerial level e.g. designers, creative directors, quality controllers, product development officers, jewellery supervisors, jewellery marketing executives, visual merchandisers

Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

• enhancing the depth and breadth of the design concepts and technology knowledge in Visual Arts, Design and Applied Technology and Technology and Living through designing creative crafts and jewellery/accessories and learning all related components of the Integrated Design Project

Cross-fertilisation, e.g.

- · applying the common concepts of this course, Design and Applied Technology and Visual **Arts** such as visual considerations and design appreciation, to consolidate and reinforce the learning across subjects
- applying the knowledge of this course and Physics such as development of engineering and prototype making, to consolidate and reinforce the learning across subjects

Expanding horizons, e.g.

 students taking Business subjects may broaden their views and enhance their all-round development through studying the topic "Creative Design Methods" of this course

Consolidating and synergising students' studies, e.g.

• students undertake an in-depth Integrated Design Project and participate in site visits to consolidate the knowledge and skills acquired and developed in their prior learning

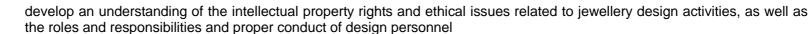
Cluster of professions/trades/industries related to the course

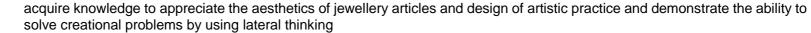
e.g. jewellery design, product design, manufacturing technology, visual communication

Future global and local outlook

- the ability of creative individuals blend with Hong Kong's hybrid of Eastern and Western cultures to add value to jewellery design products, so as to make Hong Kong's design unique and attractive in the world market
- the economic blooming from the Mainland and Asian market helps boost the development of the jewellery design industry
- developments in social media and technology influence the content, material, style, production process of jewellery design

Beginners' skill set to facilitate entry to further studies and/or work





- apply basic knowledge and skills, e.g. research, analytical and problem-solving skills, necessary for the key stages of the design cycle in jewellery design, including inspiration, research, sketching, design concepts, production and media presentation
- demonstrate the ability to use different materials for jewellery design and present ideas and design concepts effectively to the intended customers through various media of communication
- determine and evaluate achievable goals and boundaries in response to a design brief in the context of 2D and 3D jewellery
- explore the aptitudes and abilities required in jewellery design industry, and develop a personal roadmap to articulate to different levels of qualification

Relations with other areas of studies/courses of **Applied Learning**

Business, Management and Law

• the study of the business environment in Business, Management and Law can facilitate students' learning in copyright, merchandising and sales and marketing techniques for jewellery/accessories

Creative Studies

• the study of **Interior Design** and Fashion Image Design can nurture students' creativity and facilitate their learning in styling for jewellery design



Foundation knowledge developed in junior secondary education and Secondary 4

The course is built upon the foundation knowledge and skills students acquired in, e.g.

- Chinese Language and English Language Education communication skills
- Mathematics Education measurement and scale
- Arts Education appreciation and critiques in arts and basic drawing skills, such as use of colours
- **Technology Education** technology as a value-added process

