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**FACULTY OF DESIGN**

**SYLLABI AND COURSE STRUCTURE**

**B.Sc. in JEWELLERY DESIGN & MANUFACTURING**

**BATCH (2018 – 21)**

**Introduction**

The undergraduate degree program in Jewellery Design & Manufacturing is a full time course, three-years in duration with a shared common first semester, offered by the School of Design at JECRC University. The course is based on integrating design thinking, materials and techniques with traditional sensibilities. The program also aims to develop and foster links with India’s Gems and Jewellery industry at large and the international community. During the course, students develop a conceptual approach alongside a practical understanding of the materials and processes adopted by small and large jewellery artists and manufacturers. The course also develops independent and creative thinking through a series of increasingly complex design projects culminating in an exhibition of student work.

The main aim of the first year is to give the students a basic introduction to drawing, 2 dimensional and 3 dimensional designs along with knowledge of art history and is seen as a “foundation year”. It is the prerequisite for advancement onto the specialized programs, of which Jewellery Design.

The design of the curriculum reflects the transition from a closely supervised skill based, taught first year, to an experimental, exploratory approach in the second year, and ultimately the final year, where the student is more self-led. The credit system and modular weight age also reflect this progression with the first year having short tightly controlled, specific modules and the final year having more complex and broader modules like project management, entrepreneurship. The course culminates with a final major project where students demonstrate their accumulated knowledge, skills and expertise.

The second year not only provides students knowledge about basic jewellery drawing, making and material exploration, but also supplements this knowledge with courses in CAD and design theory.

The overall aim of the third year is to give students an opportunity to implement complex design skills, building upon the previous semesters, in particular working on a summer internship. Liaison with professionals in the industry is essential in developing this course develops further integration between the taught courses. However, the emphasis is placed on the self directed project which leads them towards a graduate collection.

* Jewellery Designer
* Jewellery Artist/Studio Jewellery
* Silversmith / Goldsmith
* Accessory Designer (Fashion, Theatre, Film)
* Producer
* Retailer
* Sales/Marketing Consultants
* Gemmologist
* Entrepreneur -
* Design Education
* Design Consultant

**VISSION STATEMENT**

The Vision Of The Faculty of Design Is To Engage The Natural Potential Of An Individual Through Positive Thought And Action And Empower Them With The Spirit For Wholistic Creation Through Design Education.

**MISSION STATEMENT**

The mission of the Faculty of design is to build a successful career of its students. The school provides a prolific and dynamic program designed to meet individual needs of students with diverse aspirations, learning capacities, scopic regimes, artistic sensibilities and innovations.

**PROGRAM MISSION STATEMENT (JEWELLERY DESIGN & MANUFACTURING)**

The Program aims to encourage, foster and expose the students to a more diverse art and design practice through new research and developments within academic and professional parameters. From multidisciplinary approaches to self-directed studies, students initiate and integrate assimilated knowledge from a diverse range of subjects to arrive at innovative and challenging solutions to previously explored and unexplored notions including new technologies and techniques. Students are introduced to different ways of approaching, perceiving and appreciating jewellery through studio and theory components within the course structure. Workshops, Seminars and Field visits help students to source historical and modern contexts through a critical eye. Fundamental knowledge of tools, materials and processes is complemented with development of ideas and concepts, leading to development of wearable and non-wearable portfolios, for the domestic and international market.

**PROGRAM OBJECTIVES:**

To enable the students to work systematically through a design brief to impart skills in research, conceptual development, design and fabrication for creative outcomes.

2. To give students a contextual reference in terms of design and how technological, environmental, economic, social and political issues influence the industry and the art and design world.

3. To develop linkages between academia, industry and the indigenous craft sector.

4. To train students to contribute to the community through design interventions within socio-cultural limitations.

5. Introduce students to the design process and in particular to the role research has to play in encouraging original and innovative thinking.

6. To encourage independent thinking through professional practice students are guided in the process of self-evaluation and criticism, placing their work in the broader contexts of society and with knowledge of current practitioners.

7. To gain an understanding of the basic financial aspects of entrepreneurial ventures plus marketing and sales

**STRATEGIC PLAN**

The School of Design at JECRC University is a platform for integrating contemporary design sensibilities with traditional aesthetic values. We provide a space for highly skilled crafts women/men, designers and new entrants who aspire to become professional jewellery makers and designers.

**PROGRAM OBJECTIVE’S ASSESSMENT**

The following table illustrates how each of the above program objectives is measured and the actions taken as a result of these measurements.

The three tools for assessments of program objectives are:

1. Employer Survey

2. Alumni Survey

3. Graduating Students Survey

4. Existing student Survey

5. Parents Survey

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Objectives** | **How Measured** | **When to be Measured** | **Improvement Identified** | **Improvement Made** |
| 1 | Graduating Students Survey | At Conclusion of three year program | Better integration of skills required between different design areas | Development of projects and close monitoring of design objectives and outcomes |
| 2 | Alumni Survey  Graduating Students Survey | Within one year of graduation | Diversity of exposure to various art and design outcomes | Close supervision of research oriented projects and following of design events, fairs and competitions |
| 3 | Employer Survey | Within one year of graduation  After completion of community projects | Further development of Industry oriented assignments | More frequent interaction between academia and the industry through internships and visits |
| 4 | Graduating Students Survey | Conclusion of four year program | Identification of community related projects | Introduction of community based design modules as part of coursework |
| 5 | Alumni Survey  Graduating Students Survey | Within one year of graduation | More emphasis on research and analytical skills | Emphasis on research skill development through theory  Courses |
| 6. | Alumni Survey  Graduating Students Survey | Conclusion of four year program | Development of communication and presentation skills | Regular critiques and presentations to peers and professionals |
| 7 | Alumni Survey  Employer Survey | Within one year of graduation | Need for Market surveys and comparative costing modules | Inclusion of pricing, costing and sales modules in Jewelry Major Studios and marketing course |

**COURSE OUTCOMES ARE:**

1. **Problem Solving**: Solve communication problems and carry projects from creation through to the production process; including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping, user testing, integration of feedback and the evaluation of outcomes.

2. **Communication**. Describe and respond to the audiences and contexts, which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.

**3. Demonstration**. Create and develop visual concepts in response to communication problems, including an understanding of the principles of visual organization, information hierarchy, symbolic representation, aesthetics, and the construction of original meaningful forms.

4. **Technique**. Understand tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include drawing, designing, manufacturing, photography, and time-based project submission.

5. **Application.** Be able both to determine the mode(s) of production required to achieve a specific product and to demonstrate level-appropriate mastery of skills, manual and/or digital, necessary to achieve those products. Apply the principles of color, composition, design and manufacturing as they relate in the various media that exist in design.

6. **Aesthetic Fluency**. Recognize and apply aesthetic principles of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.

7. **Professionalism**. Understand the basic business practices and trade ethics related to graphic arts, including the ability to organize design projects and to work productively in client-designer and team relationships in the implementation and evaluation of projects.

8. **Portfolio.** Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a Jewellery design career or transfer to a three-year college for additional study.

**Title of Degree Program**

B.Sc. in Jewellery Design & Manufacturing

**Definition of credit hour:**

One credit hour is 1 hour of theory lecture and one credit hour is 2 hours of practical work.

**Degree plan**

Following is the list of courses from

B.Sc. in Jewellery Design & Manufacturing

**SEMESTER I**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | | **Credit** | **Type** |
| BMC128B | Business Communication & Personality Development | 3 | - | - | 3 | | 3 |  |
| BMC051B | Environmental Science | 4 | - | - | 4 | | 4 |  |
| BJD101B | Design Foundation | - | - | 12 | 12 | | 6 |  |
| BJD102B | Basic Art And Design | - | - | 3 | 3 | | 3 |  |
| BJD103B | Jewellery sketching and rendering | - | - | 6 | 6 | | 3 |  |
| BJD104B | Fundamentals of Computer | 3 | - | - | 3 | | 3 |  |
|  | TOTAL | 10 | - | 21 | 31 | | 22 |  |
|  |  |  |  |  | |  |  |  |

**SEMESTER II**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | **Credit** | **Type** |
| BJD201B | History of Jewellery design and Context | 3 | - | - | 3 | 3 |  |
| BJD202B | Gemology | 3 | - | - | 3 | 3 |  |
| BJD203B | Metallurgy | 3 | - | - | 3 | 3 |  |
| BJD204B | Computer Aided design- I | - | - | 6 | 6 | 3 |  |
| BJD205B | Jewellery Manufacturing-I | - | - | 6 | 6 | 3 |  |
| BJD206B | Design Project – I  ( Gold Jewellery) | - | - | 8 | 8 | 6 |  |
| BJD207 B | Workshop | - | - | 2 | 2 | 1 |  |
|  | TOTAL | 9 | - | 22 | 31 | 22 |  |

**SEMESTER III**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | **Credit** | **Type** |
| BJD301B | Diamond studies | 3 | - | - | 3 | 3 |  |
| BJD 302B | Jewellery Design Marketing | 3 | - | - | 3 | 3 |  |
| BJD303B | Computer Aided design II- | - | - | 6 | 6 | 3 |  |
| BJD304B | Jewellery Manufacturing-II | - | - | 6 | 6 | 3 |  |
| BJD305B | Design Project- II  (Diamond Jewellery) | - | - | 8 | 8 | 4 |  |
| BJD 306B | Workshop | **-** | - | 4 | 4 | 2 |  |
|  | TOTAL | **6** | - | 24 | 30 | 18 |  |

**SEMESTER IV**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | **Credit** | **Type** |
| BJD401B | Jewellery design trends and forecast | 3 | - | - | 3 | 3 |  |
| BJD 402B | Enamel and Enameling | 3 | - | - | 3 | 3 |  |
| BJD 403B | Enamel and Enameling process | - | - | 6 | 6 | 3 |  |
| BJD404B | Computer Aided design- III | - | - | 6 | 6 | 3 |  |
| BJD405B | Jewellery Manufacturing-III | - | - | 6 | 6 | 3 |  |
| BJD406B | Design Project-III  (Kundan Meena) |  | - | 8 | 8 | 4 |  |
|  | TOTAL | 6 |  | 26 | 32 | 19 |  |

**SEMESTER V**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | **Credit** | **Type** |
| BJD501B | Entrepunership | 3 | - | - | 3 | 3 |  |
| BJD 502B | Professional practice | 3 | - | - | 3 | 3 |  |
| BJD503B | Advertising and Brand development | 3 | - | - | 3 | 3 |  |
| BJD504B | Design Project-IV  (Luxury Brand Jewellery) | - | - | 8 | 8 | 4 |  |
| BJD505B | Jewellery Manufacturing-IV | - | - | 6 | 6 | 3 |  |
| BJD506B | Computer Aided design IV | - | - | 6 | 6 | 3 |  |
| BID507B | Educational Trip | - | - | - | - | 2 |  |
|  | TOTAL | 9 | - | 20 | 29 | 21 |  |

**SEMESTER VI**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **L** | **T** | **P** | **Contact Hrs** | **Credit** | **Type** |
| BJD401B | Industrial Project- Internship | - | - | - | - | 18 |  |
| BJD402B | Portfolio Submission | - | - | - | - | 6 |  |
|  | TOTAL | - | - | - | - | 24 |  |

1. **Total Credit for Batch 2018-2021= 126**
2. **Total Relaxation= nil**

**Semester Wise Credit Distribution**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **1st** | **2nd** | **3rd** | **4th** | **5th** | **6th** | **Total** | **Minimum credit Required** |
| **21** | **22** | **18** | **19** | **21** | **24** | **125** | **125** |

**B.Sc. in Jewellery Design & Manufacturing Program Educational Objective (PEO’s):**

A graduate of the Jewellery Design & ManufacturingProgram should:

**PEO- I**Students will develop themselves as effective professionals by real projects through the use of Jewellery design knowledge and with attention to team work, effective communication, critical thinking and problem solving skills.

**PEO- II**Students will develop professional skills that prepare them for immediate employment and entrepreneurship for life-long learning in advanced areas of Jewellery Design and related fields.

**PEO- III**Students will demonstrate their ability to adapt to a rapidly changing environment by having learned and applied new skills and new technologies.

**PEO- IV**  
Students will be provided with an educational foundation that prepares them for excellence, leadership roles along diverse career paths with encouragement to professional ethics and active participation needed for a successful career.

**Program Outcome (PO’s)**

**A graduate of the JEWELLERY DESIGN Program will demonstrate:**

**PO1**: The ability to give comprehensive knowledge of design methodology, production and its management in the field of design.

**PO2**: The ability to design and perform manufacturing, as well as to analyze the forecast and trends of design industry (Problem analysis)

**PO3**: The ability to design a system, component, or process to meet desired needs within realistic projects related to economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.( Design/development of solutions )

**PO4**: The ability to function effectively as an individual, and as a member or leader in diverse teams on multidisciplinary environments (Individual and team work)

**PO5**: The ability to identify, formulate, and solve engineering problems (Problem Solving)

**PO6**: The understanding of professional and ethical responsibility (Ethics)

**PO7**: The ability to communicate effectively (Communication Skills)

**Program Specific Outcome:**

**PSO1**: The ability to understand, analyze and develop new designs in the areas related to jewellery design, manufacturing, cad design and networking for efficient design of jewellery of varying complexity.( Professional Skills)

**PSO2**: The ability to apply standard practices and strategies in jewellery design project development by using quality product for business success. (Problem-Solving Skills)

**PSO3**: The ability to employ modern platforms in creating innovative career paths to be an entrepreneur, and a zest for higher studies.( Successful Career and Entrepreneurship)