



Picasso Institute
Nothing Can Stop You

JEWELRY DESIGN PROGRAM

Program Outline

Index

- **About Picasso Institute**
- **Program Overview**
- **Program**
- **Program Content**
- **Learning Outcomes**
- **Final Project**
- **Requirements for Successfully Passing the Program**
- **Who Can Join**
- **Minimum Age to Join**
- **Program Language**
- **Privileges for Students at Picasso Institute**

Picasso Institute

We are a family that is passionate about art, publishing it and transferring it from being a luxury, to works of art that are at the core of life and form its patterns and are inseparable from it. Picasso institute, has a new creative vision to reformulate the social beliefs about learning and creativity. We are keen on providing high quality vocational training and determined to boost the Jordanian and the Arab Market with the best graduates who will change the world colors. . Our specializations, training diplomas, are unique, elite and help visualize and create your own future. At Picasso institute, you have to start off with your imagination, we provide you with the means that make this imagination a reality. The tools and the information provided by Picasso professionals emboss an inscription on your hands. As the great artist Pablo Picasso said " Everyone is born an artist", we have to protect the artist that lies in you and create tangible art.

Founded in 2014 in Jordan

Branches

- Jordan-Amman
- UAE-Dubai
- UAE-Abu Dhabi
- KSA-Riyadh
- Qatar-Lusail

Program Overview

The jewelry design program provides a comprehensive journey through both the creative and technical aspects of the field. It covers essential skills in hand-drawing and conceptualizing designs, ensuring students develop a keen eye for detail and precision. Participants gain an understanding of various design techniques, allowing them to explore and experiment with both traditional and modern approaches to jewelry creation. The program also addresses the business side of the industry, guiding students through brand development and market positioning, helping them understand how to build a successful identity in the competitive jewelry market. Additionally, students are exposed to real-world jewelry production environments, gaining valuable insights into professional craftsmanship and atelier operations. To keep up with advancements in the industry, the program includes training in cutting-edge digital design tools, equipping students with the ability to create precise and innovative designs using modern technology. This well-rounded approach prepares students for both creative and commercial success in the jewelry design industry.

Program Content

- Jewelry Hand drawing course.
- Jewelry Design Techniques course.
- Jewelry Design Using Matrix Gold course.
- Jewelry Atelier Visits.

Program Delivery Method

Hybrid

Learning Outcomes

By the end of this program, students will be able to:

- Applying techniques that bring creative concepts to life with accuracy and artistic flair.
- Utilize a variety of jewelry design techniques, incorporating both traditional and modern approaches to create unique and innovative pieces.
- Develop and articulate a distinctive brand identity, including strategies for market positioning, customer engagement, and building a recognizable presence in the jewelry industry.
- Understand the practical aspects of jewelry production, including exposure to real-world atelier operations, craftsmanship techniques, and industry-standard practices.
- Create detailed 3D digital jewelry designs using advanced software, enabling precise, professional-quality renderings for manufacturing and presentation purposes.
- Apply business and branding strategies to develop a successful jewelry brand, understanding the key factors needed to thrive in the competitive marketplace.
- Evaluate and adapt to current industry trends, using both technical and creative knowledge to stay innovative and relevant in the field.

Final Project

For the final project in the jewelry design program, students are required to create a cohesive jewelry collection. This collection should include fully set designs, which may feature bracelets, earrings, and necklaces. The key deliverables include a mood board that outlines the concept behind the collection and detailed sketches of the designs. While it is optional, students may also choose to produce real jewelry pieces based on their designs if they wish to bring their ideas to life physically. The focus, however, remains on the creativity and cohesiveness of the collection.

Requirements for Successfully Passing the program

- Commitment to attend the training course and not to exceed the permitted absence rate, which is 15% of the number of hours for the training course.
- Submission of the courses projects.

Who Can Join

At Picasso institute, anyone can join, regardless of their background or experience. Whether you're a beginner or have some prior knowledge, you are welcome to explore and develop your creativity with us. No previous experience is required.

Minimum Age to Join

At Picasso institute, anyone 16 and older can join.

Program Language

At Picasso Institute, the course is structured as follows

- Presentations and course materials are provided in English.
- The explanation and instruction are delivered in Arabic.

Privileges for Students at Picasso Institute

- Visits from the institute to enhance their experience.
- Full access to all institute facilities.
- Opportunities for one-on-one consultations with experts in various fields.
- Participation in many hands-on workshops.
- Exclusive networking events with industry professionals.
- Access to special exhibitions and guest lectures.
- Personalized mentorship to help guide creative projects.

- Opportunities to showcase student work in school-organized exhibitions.

At Picasso Institute, we believe that every artist has a unique story to tell and limitless potential to unlock. As you begin this creative journey with us, know that you are not just a student but an integral part of a community that celebrates imagination, passion, and innovation. We are here to support and guide you every step of the way. Stay curious, embrace challenges, and let your creativity shine. We can't wait to see the extraordinary work you will create!

Welcome to the Picasso Institute family!