



**Picasso Institute**  
Nothing Can Stop You

**JEWELRY DESIGN PROGRAM**

# Program Outline

## Index

- **About Picasso Institute**
- **Program Overview**
- **Program Content**
- **Learning Outcomes**
- **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 offers a well-rounded education for those looking to enter the world of jewelry design. It begins with a solid foundation in jewelry history, materials, and technical skills, allowing students to gain an understanding of the craft's essentials. As students progress, they explore both traditional and contemporary design techniques, refining their ability to create unique pieces. The program encourages creativity and conceptual thinking, guiding students through the process of developing a cohesive jewelry collection from idea to presentation, supported by mood boards that capture their vision. Alongside the design aspect, students are introduced to digital tools, learning how to effectively translate their designs into digital illustrations using industry-standard software. In addition to design, the program focuses on the business side of jewelry making, offering insight into how the industry operates, from understanding market trends to pricing and sales strategies. Branding and marketing are also key components, with students learning how to establish a strong brand identity and develop marketing strategies to promote their work and stand out in the competitive jewelry market.

## **Program Content**

- Jewelry Drawing Using Procreate.
- Jewelry Design Techniques.
- Jewelry Collection Design (Concept + Mood board).
- Jewelry Business.
- Jewelry Branding.

## **Program Delivery Method**

Hybrid

## **Learning Outcomes**

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

- Understand the history, materials, and techniques that form the foundation of the jewelry design industry, and apply this knowledge in the creation of original pieces.
- Develop proficiency in both traditional and modern jewelry-making techniques, enabling the creation of high-quality, innovative designs.
- Learn to conceptualize, design, and present a cohesive jewelry collection, from initial idea to final product, using visual tools like mood boards to support their creative vision.
- Gain the ability to create detailed, professional-quality digital illustrations of jewelry using Procreate or other design software, bringing designs to life in a digital format.
- Acquire knowledge of the jewelry industry's business aspects, including pricing, market analysis, and effective sales strategies.
- Develop the skills to build a strong personal or business brand and execute effective marketing campaigns to promote collections and individual pieces within the competitive jewelry market.

## **Requirements for Successfully Passing the program**

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