



Picasso Institute
Nothing Can Stop You

JEWELRY BRAND BUILDING

Course Outline

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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

Course Overview

The Jewelry Brand Building course focuses on equipping students with the skills and knowledge needed to establish and grow a successful jewelry brand. Students learn how to create a compelling brand identity that resonates with their target audience, including the development of a unique brand story, visual identity, and brand values. In addition, students explore strategies for market positioning, target audience identification, and competitive analysis to differentiate their brand in the jewelry industry. Marketing techniques, including social media promotion, digital marketing, and visual storytelling, are also emphasized to help students build a strong brand presence and connect with customers.

Course Content

- **Introduction to Jewelry Marketing and Display**
 - Overview of how jewelry design connects to marketing and display strategies.
 - The importance of aligning collections with consumer trends and market demands.
 - Discussing sources of inspiration (e.g., culture, nature, events) and how these can shape not only design but also marketing approaches).
- **Planning a Marketable Collection**
 - Selecting a theme or occasion for the collection with a focus on market relevance.
 - How to create designs that not only reflect an idea but also appeal to a target audience.
 - Understanding the link between concept development and successful product launches in retail.
- **Developing the Visual Identity of the Collection**
 - Choosing a collection name that resonates with customers and fits the designs.
 - Crafting a compelling story for the collection to support its market appeal.
 - Analyzing global brands and how they market their collections effectively.

- **Building a Unique Brand**
 - Choosing a memorable and marketable brand name.
 - Basic principles of logo design.
 - Differentiating your brand in the competitive jewelry market.
- **Packaging**
 - The role of packaging in branding and customer experience.
 - Case studies of successful jewelry packaging from global brands.
 - Designing packaging that reflects and enhances your brand identity.
- **Displaying in Stores and Boutiques**
 - Principles of effective jewelry display (visual merchandising).
 - How to capture customer attention through strategic in-store displays.
 - Collaborating with local stores to enhance your brand's presence.
- **Enhancing Market Opportunities Locally and Internationally**
 - Presenting your designs at local and international exhibitions.
 - Building partnerships with local companies for increased visibility.
 - Organizing events and collaborations to grow your brand.
- **Social Media Marketing Strategies**
 - Creating successful social media campaigns.
 - Leveraging influencers and marketing partnerships.
 - Building a strong and consistent digital identity.
- **Digital Marketing and Online Sales**
 - Building an effective online store.
 - Strategies for selling online.
 - Attracting customers through targeted digital marketing.

Learning Outcomes

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

- Create a cohesive and compelling brand identity that reflects the unique vision, values, and aesthetic of their jewelry brand.
- Articulate a clear and engaging brand story that resonates with the target audience and establishes an emotional connection.
- Design distinctive brand elements, including logos, packaging, and promotional materials that align with their brand identity.
- Conduct thorough market research to identify target audiences, understand industry trends, and analyze competitors, allowing for effective positioning within the jewelry market.
- Develop comprehensive marketing strategies that incorporate both traditional and digital marketing techniques to effectively promote their brand.

Final Project

- Each student presents the continuation of their jewelry project from the previous course, focusing on how they plan to market and display their collection.
- The project includes detailed planning for branding, marketing, and display, applying all the lessons from this course.
- Critique and evaluation based on design, marketing strategy, and presentation.

Requirements for Successfully Passing the Course

- 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 course project.

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.

Course 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!