Picasso Institute
Nothing Can Stop You

JEWELRY DESIGN PROGRAM

Program Outline

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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

This online course combines digital jewelry sketching, design techniques, and business essentials to equip students with the skills to succeed in the jewelry industry. Using Procreate, students will learn to create professional digital designs while mastering key design principles. The course also covers jewelry business fundamentals, including market trends, pricing, branding, and marketing strategies. Students will complete a final project, designing a jewelry collection and creating a business plan, culminating in a professional portfolio and pitch presentation. By the end, students will be prepared to confidently enter the jewelry industry with both creative and business expertise.

Program Content

- Jewelry Digital drawing course.
- Jewelry Design Techniques course.
- Jewelry Business

Program Delivery Method

Online

Learning Outcomes

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

- Confidently use Procreate for digital jewelry sketching, mastering the necessary tools and techniques to create detailed and professional designs.
- Translate traditional jewelry design techniques into digital formats, ensuring their sketches are both creative and production-ready.
- Students will develop an understanding of key jewelry design principles, including balance, proportion, and material choice, while gaining the ability to refine their designs from concept to finished piece.

- Acquire essential knowledge of the jewelry business. They will learn about industry trends, how to price their designs, and strategies for marketing and branding their jewelry.
- Students will develop a solid understanding of how to effectively manage a jewelry business, from sourcing materials to customer relations and sales techniques.

Final Project

The course will culminate in a final project where students will design a complete jewelry collection, integrating their digital sketching skills and business knowledge. They will create a professional portfolio showcasing their designs and develop a comprehensive business plan for their collection, including pricing, target market, and marketing strategies. The final project will also include a pitch presentation of their collection, simulating real-world client presentations and industry pitches.

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!