



Picasso Institute
Nothing Can Stop You

JEWELRY COLLECTION DESIGN

Hand-crafted in Italy

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 Collection Design course guides students through the process of creating cohesive, market-ready jewelry collections that reflect a distinct artistic vision. Beginning with concept development, students learn how to generate and refine ideas, drawing inspiration from personal themes, historical styles, or contemporary trends. The course emphasizes building a unified aesthetic across multiple pieces, covering essential design elements like scale, balance, and harmony. Students explore various styles and jewelry types, designing rings, bracelets, necklaces, and earrings that complement each other within a collection. Through detailed sketching, rendering, and prototyping, they develop a strong sense of composition and craftsmanship. Practical lessons also address material selection, target market analysis, and production considerations, ensuring each collection is both unique and feasible for manufacturing.

Course Content

- Introduction & history of design
- Introduction to materials used
- Gemstone shapes (round, pear, oval and marquise)
- Earrings
- Introduction to settings.
- Earring with prong setting, stud earring in bezel setting.
- Introduction to light flow and shadows in gemstones.
- Rendering faceted gemstones.
- Rendering Cabochon gems.
- Rendering opaque, transparent and translucent.
- Rendering gems like opals, malachite, and black onyx.
- Theory (Diamond knowledge, precious gems, organic gems, Tools used, gold and metals).
- Rendering (Metal Surfaces, light flow - shadows and Pearls).
- Introduction to chains, necklaces and Pearls theory.
- Bracelets & bangles.
- Bracelet types.
- Rendering plain metal surfaces.

- Rings .(Top and perspective views, Standard sizes, Engagement rings, Bands, 3 Stone ring, Coattail rings, Eternity rings, Stackable).
- Portfolio requirements.
- How diamonds go from mine to market.
- Manufacturing processes.
- Start a brand.
- Leading jewelers of the world (Cartier, Tiffany, Vanclief & Harry Winston).
- Famous jewels from these Maisons.
- Inspiration and Idea creation.
- Mood board.
- Practically understanding how the industry works.
- Developing a collection.
- Pricing and estimation.

Course Delivery Methods

Classroom

Learning Outcomes

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

- Create a unified jewelry collection with consistent design elements, ensuring harmony and aesthetic flow across multiple pieces.
- Draw inspiration from various sources, such as personal themes, historical influences, or contemporary trends and transform them into a unique collection concept.
- Apply design principles to create a variety of jewelry items, including rings, necklaces, bracelets, and earrings, that complement each other within a collection.
- Choose appropriate materials and finishes for each piece, balancing aesthetics, durability, and feasibility for mass production or custom orders.

- Conduct market research to define target audiences, identifying current trends and consumer preferences to inform collection design.
- Integrate practical elements, such as structural integrity, wearability, and production feasibility, into designs to ensure each piece can be effectively manufactured.

Final Project

- Mood Board.

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!