





AAFT Online is an online initiative of India's leading Media Arts Institution - AAFT, that aims to shape global creative talent by establishing the highest educational standards for creative skills. AAFT Online aims to give your innovative streak a professional edge with its 30 years of rich mentoring experience in the field of creative arts education at a university level.

As a leading EdTech platform, AAFT Online is the symbiosis of education and field-based experience, nurturing a need-based training translating into a viable career option. By bringing the best of the industry experts with world class educational standards, AAFT not only promotes job opportunities but also creates empathetic professionals standing in the throes of grand success.

OUR ACHIEVEMENTS



India's First
UGC Approved
Creative Arts
University



Trained
Over **25,000+**Students



Over 30 Years in Education



500+Faculty & Mentors



CHAIRMAN'S

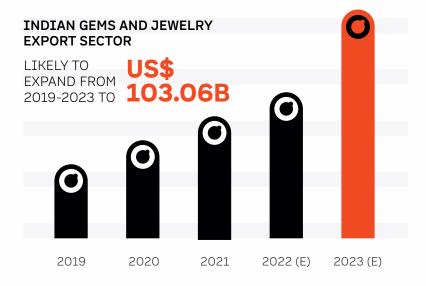
We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.



JEWELRY DESIGN

INDUSTRY OUTLOOK



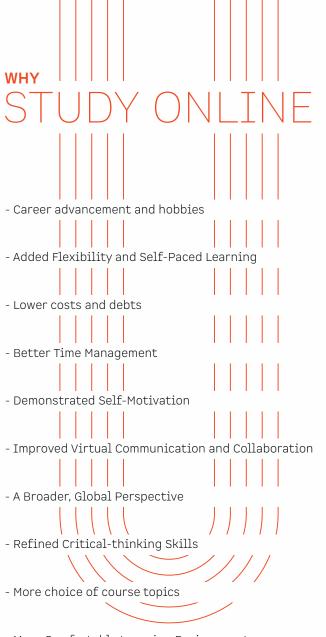
India's gems and jewellery export sector — which is one of the largest in the world — contributed ~27% to the global jewellery consumption. Market size of the global gems and jewellery sector is likely to expand to US\$ 103.06 billion between 2019 and 2023. India's gems and jewellery exports are expected to reach US\$ 100 billion by 2025. Globally, India was the top exporter of diamonds with a share of 20.6% in 2020.

Why is the Jewelry Industry Growing

Key factors that are driving the jewelry market growth include the **emerging trend of bridal jewelry**, rapidly changing consumer lifestyle, and growing acceptance of jewelry among men, most notably in Asian countries such as India and China.

What is the Future of Jewelry Design Industry In India

As of February 2021, India's jewelry trade contributed ~7.5% to India's Gross Domestic Product (GDP) and 14% to India's total merchandise exports. The gem and jewelry sector is likely to employ ~8.23 million persons by 2022, from ~5 million in 2020



- More Comfortable Learning Environment
- Access outstanding teaching
- Study from anywhere in the world
- Make global connections



Courses are **specially curated by Academicians and Industry Experts**

Up-to-date content

with the latest trends and developments of the industry

Opportunity to **interact and network** with enthusiasts from all across the globe

Learn real world

application through practitioners

Courses are for allwhether you are a student or a working professional Add a specialization

in your Resume on completion of the course

All our classes are backed by **Virtual Faculty Support** Access to

AAFT Alumni

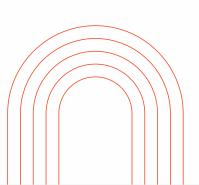
Association

Focused approach for skill building and **practical exposure** through assignments and projects

one-to-one mentor sessions

throughout the course

Dedicated Placement Support





Jewelry Design is fast becoming an extremely popular career choice in India. The craze for this profession has gained momentum after the famous Bollywood stars like Sushmita Sen, have started their own labels. There have been brands like Vinage, Silver Streak and The Haelli which the Bollywood has famously popularized. But what do jewelry designers do exactly and what is their work profile actually like?

Jewelry designers work with precious metals, diamonds, beads and gemstones to create wearable pieces of art. A jewelry designer may create one-of-a-kind pieces for high-end jewelers or an entire line for a mass-market fashion designer.

Jewelry Designers Understand jewelry design concepts, acquire a working knowledge of jewelry artistry, develop skills to illustrate the shape, form, and texture of metal work with drafting tools, use drafting tools to render yellow and white metals, as well as a range of faceted and cabochon gemstones and pearls and createa portfolio of class projects and custom designs that are ready for presentation to potential clients and employers.

Employability – Jewelry designers may work with boutiques, retail chains, or jewelry manufacturers, where they put their expertise to practice and create new and unique designs. Having gained ample experience in this field, many jewelry designers go on to work independently, either freelancing or launching their own brands and collections of designer jewelry.

COURSE HIGHLIGHTS



Recorded Video Lectures & eWorkbooks



Self-paced Learning



AAFT Alumni Status



Live Webinars and Doubt-clearing support



Digital Verified Certification



Career Mapping & Career Counseling



Soft Skills & Personality Development

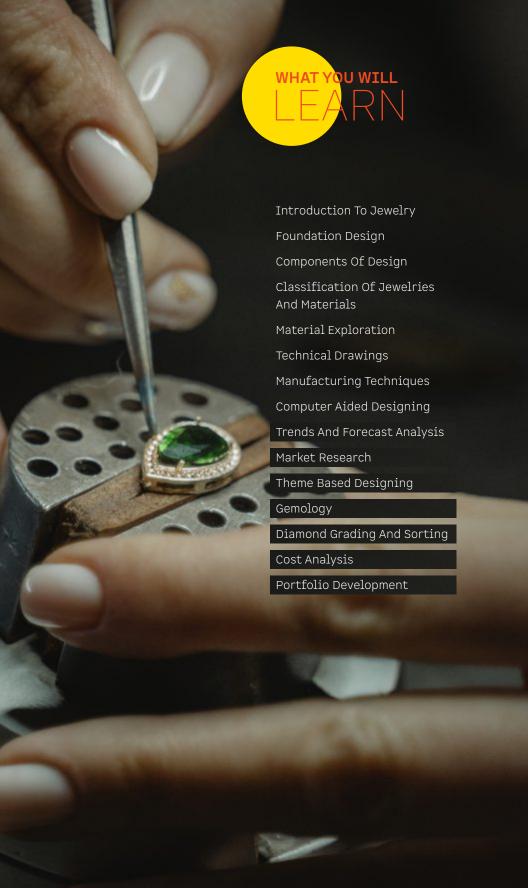


Resume Building & **Review Sessions**



Course validity for 12 months post purchase





Term - I

MODULE 01 Introduction To Jewelery Design

Why Jewelery

Basics Of Design

Terminologies In Jewelery Industry

MODULE 02 Foundation / Basic Design

Free Hand Drawing

Understanding Shapes

Introduction To Stencils

Color Theory, Wheel, Schemes And Psychology

MODULE 03 Foundation / Basic Design

Gradations And Rendering

Perspective Drawing

Drafting And Layout

Technical Drawing-Faceted Shapes

MODULE 04 Components Of Design

Elements Of Design

Principles Of Design

Building Blocks/ Compositions

MODULE 05 Components And Classification Of Jewellery

Junk / Imitation / Costume Jewelry

Traditional Jewelery

Semi Precious

Precious

Term - II

MODULE 06 Material Exploration

Jewelry Making Materials

Jewelry Making Tools And Equipments

Jewellery Pieces

MODULE 07 Technical Drawing

Fundamentals Of Technical Drawing

Intermediate Technical Drawing

Advanced Technical Drawing

Effective Counter Sketching

Concept Of Geometry

Term - III

MODULE 08 Pre-historic Jewellery

Ancient Jewelery

Medieval Jewelery

Indian Jewelery

Influence Of Art Movements On Jewelry

MODULE 09 Manufacturing

Methods Of Manufacturing

Techniques Of Manufacturing

Technical Exercise - I

Technical Exercise - II

MODULE 10 Computer Aided Design - Cad / Computer Application

Illustrator

Autocad/ Tuka Design/ 3-design

Cad Dream

Matrix Gold

Sketch Up

MODULE 11 Trends And Forecast

Latest Trends

Building A Brand

Term - IV

MODULE 12 Market Analysis

Indian Jewelery Markets

International Jewelery Markets

Branding In Jewelry

MODULE 13 Theme Based Designing

Inspiration

Development Of Idea

Model Making

Manufacturing

MODULE 14 Jewelry Preneurship

Jewelry Business Development

MODULE 15 Gemology

Study Of Gems

MODULE 16 Diamonds

Diamond Grading And Sorting

MODULE 17 Cost Analysis

Costing Of Jewelry

MODULE 18 Portfolio Presentation

Portfolio Development





Research and Draft One Jewelry Designers Biography

Creating Presentations on Fundamentals of Design

Collecting and presenting Compositions of Jewelry Pieces

Detailed Research on Raw Materials and Manufacturing Techniques

Exploring the New Materials And their sources

Creating Color Schemes and Palettes

Preparing Technical drawings of the different items of Jewelry

Interviewing clients to understand Client Psychology

Working on various drawings on CAD involved in design process of a Jewelry piece- Creating Design, Technical Drawing, Rendering, Material Specification and Manufacturing Procedure.

Creating Mood Boards and visual presentations for Jewelries

Creating a Theme based design styles

Presentation on Different types of Precious and Semi - Precious stones

Research Project on Diamond Grading

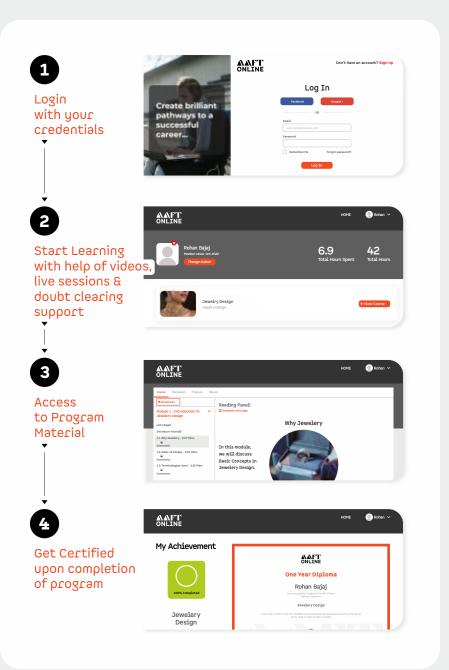
Working on Design Project- to include Inspiration, Theme, Mood, Doodles, 2-D and 3-D Drawings, Material Specifications, Construction and Manufacturing Techniques, Developing the Prototype and Cost Analysis.

Creating Digital Portfolio



Seamless & Easy Platform

Our Online platform is easy to use and you can start learning at the click of a few buttons.



INSTRUCTORS



Anila Sharma

Her expertise are in the field of Fashion, Textile and Jewellery Design. She has an extensive industry and training experience of over 28 years. She is also associated with Apparel Made Ups and Home Furnishing Sector Skill Council and Management and Entrepreneurship Sector Skill Council as an Assessor, Government of India.



Sapna Khandelwal

Sapna Khandelwal, a 'Jewellery Architect' from Mumbai, has over two decades of experience in Jewellery manufacturing, wholesale, and retail. For decades, her family has been cutting and polishing their own diamonds. About 15 years ago, Ms Sapna founded the REDO Jewellery service to provide inventive Jewellery solutions for restoring ancient traditional jewellery pieces. This one-stop store is available for restyling, repurposing, renovations, and repairs. She is also the founder of the 'Devditi Foundation,' which promotes women's empowerment.



Rishab Rhode

Rishab Rhode, a NIFT alumnus, began his professional career in 2009 by creating watches for Titan using Swarovski crystals and then decided to pursue it full-time. He went on to work with precious metals and jewels later on. Rishab founded Mogra, a handcrafted sterling silver jewellery brand, in 2019 in response to the present generation's shift in choice from precious to semi-precious stones and from gold to silver.

RECENT EXPERT SESSIONS

MAHEEP Kapoor

Renowned Jewellery Designer





- Maheep Kapoor is an Indian jewellery designer, entrepreneur.

NEELAM Kothari

Actress, Jewellery Designer



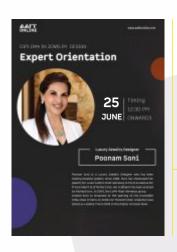


Founder of signature jewellery brand, Neelam Jewels, the brand has gained recognition for creating masterpieces for lending auction houses like Sotheby's and Christie's. RECENT

EXPERT

POONAM Soni

Luxury Jewellery Designer





Has showcased her jewellery for Louis Vuitton Moet Hennessy in Paris and for Price Albert II of MonteCarlo

MANIK Bhola

Founder, Ornaz Jewellery





His brand has found a huge fan following among the millennials. Has garnered celebrity followers like Malaika Arora, Hina Khan, Sonam Bajwa, Mouni Roy and more

EXPERT SESSIONS

PRASOON Dewan

Founder-CEO: Divish Aurum





Chairman of the India Icelandic
Business Association. His firm
produces the finest gem studded
jewellery for European, America,
Japanese and Indian markets





Jewelry Designer

Jewelry Merchandiser

Exhibition Manager

Production Manager

Lecturer

Assistant Manager in

Exploration

Manager in Museum &

Art Gallery

Sales Representative

Fashion Consultant

Illustrator

Entrepreneur

Planning and Concept

Manager

Gemstone Appraiser

Jewelry Setter

Gem Assorter

Engraver

Jewel Business Owner

Sales associate

Jewelry Historian

Grading Consultant





RECENT PLACEMENTS



Vandana Yadav
Asst. Merchandiser

Namrata Joshipura (Entropy Design)





Rawneet Kaur

Manual Designer

Balaji Gold & Diamond





Katyani PandeyJewellery Designer
G OM International





Ria Gupta

Jewellery Merchandiser

Naurang By GSJ





Ankit

Jewellery Merchandiser

Aarya Fashions



PLACEMENTS



Gayatri Bansal
Jewellery Designer
A & M Jewellery





Nikhil JainEntrepreneur
Prakash Sons Jewellers





Hansika GuptaAsst. Merchandiser

(Entropy Design)

Namrata Joshipura

лим в індові соста



Sahil Kashyap

Entrepreneur

Dudgelosti

Rudrakriti By Sahil Kashyap





Simran

Jewellery Designer

NM Karel & Sons



TESTIMONIALS

A very good learning platform. Good faculties.
Effective recorded sessions in LMS portal.
Weekend classes is highly remarkable.
All the questions were properly answered. The assignments are really helping us to do a self analysis and research on the topics. Overall the AAFT online Programis really great.

Krishna PM

2nd Batch - November 2021

I would really want to thank the entire team of AAFT online program involved in Diploma in Fashion designing be it with the mentors, technical persons as they would resolve the quires in very short period of time. Teaching methods are very simple and crisp to the topic.

Sici KS

1st Batch - August 2021





The entire team of AAFT Online has been very supportive to me...my doubts have always been clarified and problems have been solved promptly. Overall i am having a great experience. Thank you Team AAFT.

Swagata Mishra

1st Batch - August 2021

AAFT ONLINE IN THE MEDIA





https://timesofindia.indiatimes.com/blogs/voices/edtech-trends-to-keep-an-eye-on-in-2022/





https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digitalpush/73339/1

THE FINANCIAL EXPRESS



https://www.financialexpress.com/education-2/aaft-group-launches-its-start-up-venture-aaft-online/2591229/lite/

AAFT ONLINE IN THE MEDIA





https://www.highereducationdigest.com/check-out-these-amazing-tech-careers-in-visual-design/

techgraph!



https://techgraph.co/budget/budget-2022-23-technology-saas-ai-ml-sector-reactions/





https://www.ceoinsightsindia.com/startups/how-the-evolution-of-edtech-is-driving-the-job-market-across-domains-nwid-9141.html

CERTIFICATE

OF COMPLETION



1 Year Diploma

Neha Garg

Has Successfully Completed The AAFT Online Diploma Course In

Jewelery Design

This hereby confirms that the candidate has successfully cleared all assessments and projects and is ready to execute their learning.

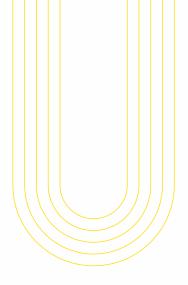
PROF. ALBEENA ABBAS



Dr. SANDEEP MARWAH

ADMISSION

DIPLOMA IN JEWELERY DESIGN



ELIGIBILITY

Every Candidate with 12th grade from a recognised board is eligible for the program.

SELECTION PROCESS

STEP 1: Fill up the Application Form

STEP 2: Admissions Team would review your

application

STEP 3: Interview round with Director

Admissions

Financial Aid

Avail Education Loans at 0% interest rate from our corporate financial partners.













