

AFT
ONLINE



JEWELRY
DESIGN
1 YEAR

ABOUT

AAFT ONLINE

An EdTech
venture
which aims to
**change
the way**
creative arts
is learnt and
taught
globally



Online Learning has established itself as the next big thing, expanding the ambit of education by inculcating new technologies and innovation. AAFT Online is an EdTech venture which aims to change the way creative arts is learnt and taught globally. It is initiated by the founders of AAFT who are also the founders of Noida Film City- a 100 acres film and TV production hub in North India employing nearly 17,000 professionals since 1988.

The founders and promoters of the venture are the world record holders in media education, founders of India's first Creative Arts University, Movie Studios Entrepreneurs, Film makers and Educationists. It is backed up by a vast professional team of experienced academics and achievers from varied domains of creative arts.

AAFT Online has been established as India's first dedicated and biggest EdTech venture in the Creative Arts and Skill Development to reach maximum creative individuals and foster professional training in it. It currently offers over 25 courses in the field of Cinema, Journalism, Advertising, Fashion/ Lifestyle, PR, Music and Photography; and shall keep on adding new and in-demand courses to the list as and when feasible.

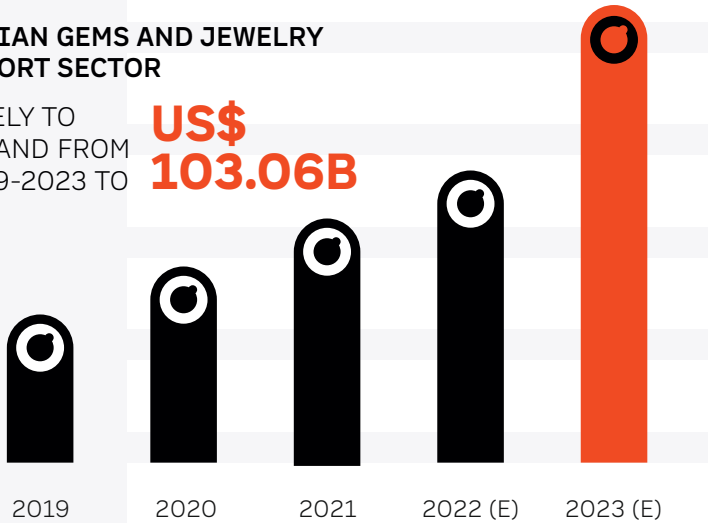
JEWELRY DESIGN

INDUSTRY OUTLOOK

INDIAN GEMS AND JEWELRY EXPORT SECTOR

LIKELY TO
EXPAND FROM
2019-2023 TO

US\$
103.06B



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.

CHAIRMAN'S MESSAGE

Dr. SANDEEP MARWAH



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.

ACHIEVEMENTS



India's First
UGC approved
Creative Arts
University



Bestowed
upon
120 Awards in
Education



Over
30 Years in
Education



Trained
Over **20,000+**
Students

WHY STUDY ONLINE

- Career advancement and hobbies

- Added Flexibility and Self-Paced Learning

- Lower costs and debts

- Better Time Management

- Demonstrated Self-Motivation

- Improved Virtual Communication and Collaboration

- A Broader, Global Perspective

- Refined Critical-thinking Skills

- More choice of course topics

- More Comfortable Learning Environment

- Access outstanding teaching

- Study from anywhere in the world

- Make global connections

WHY US

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

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

Courses are for all-whether you are a student or a working professional

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

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

Dedicated Placement Support

Up-to-date content with the latest trends and developments of the industry

Learn **real world application** through practitioners

Add a specialization in your Resume on completion of the course

Access to **AAFT Alumni Association**

one-to-one mentor sessions throughout the course

COURSE OVERVIEW

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 create a 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.

JEWELRY DESIGN



WHAT YOU WILL LEARN

Introduction To Jewelry
Foundation Design
Components Of Design
Classification Of Jewelleries
And Materials
Material Exploration
Technical Drawings
Manufacturing Techniques
Computer Aided Designing
Trends And Forecast Analysis
Market Research
Theme Based Designing
Gemology
Diamond Grading And Sorting
Cost Analysis
Portfolio Development



CURRICULUM

OVERVIEW

Term - I

MODULE 01 Introduction To Jewellery Design

Why Jewellery

Basics Of Design

Terminologies In Jewellery 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 Materials

Junk / Imitation / Costume Jewellery

Traditional Jewellery

Semi Precious

Precious

CURRICULUM

OVERVIEW

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 Jewellery

Medieval Jewellery

Indian Jewellery

Influence Of Art Movements On Jewellery

MODULE 09 Manufacturing

Methods Of Manufacturing

Techniques Of Manufacturing

Technical Exercise - I

Technical Exercise - II

CURRICULUM

OVERVIEW

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 Jewellery Markets

International Jewellery Markets

Branding In Jewellery

MODULE 13 Theme Based Designing

Inspiration

Development Of Idea

Model Making

Manufacturing

MODULE 14 Jewelry Preneurship

Jewelry Business Development

CURRICULUM

OVERVIEW

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





KEY PROJECTS

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



JEWELLERY
IS LIKE
THE PERFECT SPIC
- IT ALWAYS
COMPLEMENTS
WHAT'S ALREADY
THERE.

A close-up, artistic photograph of a woman's face and neck. She is wearing a large, ornate gold necklace with many vertical strands of small, rectangular links. She also has a gold hoop earring visible on her left ear. Her lips are painted a deep red. The lighting is warm and dramatic, casting soft shadows on her skin.

WHO SHOULD ENROLL

Freshers from any Stream

Design Enthusiasts

Aspiring Jewelry Designers

Artists

**Design Professionals Wanting
to Upgrade Their Skills**

CAREER OPPORTUNITIES

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



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
Academics Director, AAFT Online



Dr. SANDEEP MARWAH
Chairman, AAFT Online

COURSE HIGHLIGHTS

Blended Learning

Live Classes with Industry Professionals
and Faculty

Recorded Lectures

1 Year Program

Hands-on Practical Projects

Mentoring and Handholding
with Industry Stalwarts

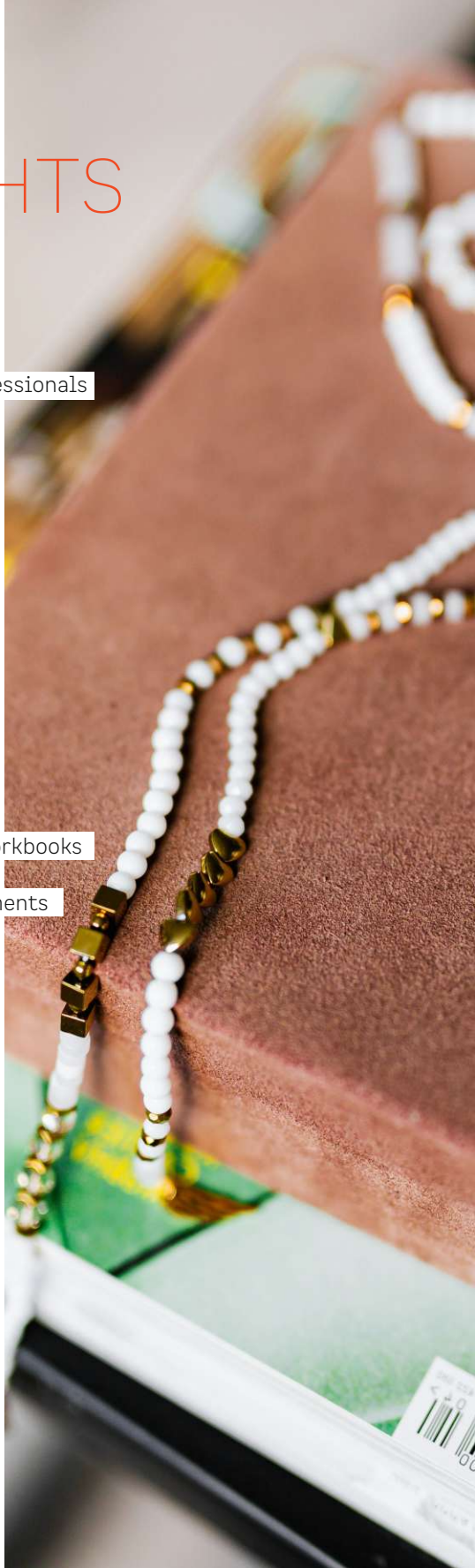
Discussion Room

A potent Networking Platform

Downloadable Content like E-Workbooks

Scientifically Designed Assessments
and Assignments

Placement Assistance



ADMISSION

DETAILS

DIPLOMA IN JEWELRY 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

FEE STRUCTURE

Rs 1,50,000 (All Inclusive)

Candidates can pay through Debit Card, Credit Card, Net Banking, Cheque/DD.

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

OUR RECRUITERS



Entropy Designs
Namrata Joshipura

RADIANZ



Anything
Indian



S T A R K L E

NAVRATTAN





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