DIPLOMA IN JEWELLERY DESIGNING

ELIGIBILITY

A pass in +2 or Equivalent Examination recognized by University / Tamil Nadu Government.

DURATION OF THE COURSE - 12 months

PASSING MINIMUM:

A Candidate shall secure a minimum of 40 % marks individually in the practical and Theory Examinations.

QUESTION PAPER PATTERN

Time - 3 hours

Max marks – 100

Part A
Answer all questions (10x2=20)
Multiple Choice Questions

Part B
Answer all questions (5x4=20)
(Internal Choice questions)

Part C
Answer all questions (5x12=60)
(Internal Choice questions)
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<th>S.No</th>
<th>Paper</th>
<th>Title of the paper</th>
<th>Total marks</th>
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<td><strong>NON SEMESTER</strong></td>
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<tr>
<td>1</td>
<td>Paper-I</td>
<td>Fundamental Concept of Colour Theory</td>
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<td>2</td>
<td>Paper-II</td>
<td>Gems and Gem stones</td>
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<td>Paper-III</td>
<td>Practical-I Jewellery Illustration practical</td>
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<td>4</td>
<td>Paper-IV</td>
<td>Practical-II Basic jewellery Making</td>
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<td>5</td>
<td>Paper-V</td>
<td>Traditional Jewellery of India</td>
<td>100</td>
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<td>6</td>
<td>Paper-VI</td>
<td>Jewellery Manufacturing Technology</td>
<td>100</td>
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<td>7</td>
<td>Paper-VII</td>
<td>Jewellery Entrepreneurship</td>
<td>100</td>
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<td>Paper-VIII</td>
<td>Practical-III Advanced Jewellery Making</td>
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<td><strong>Total marks</strong></td>
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PAPER-I

FUNDAMENTALS OF COLOUR THEORY

UNIT I

Colour- Definition, Colour theory- History of colour theory. Fundamentals of colors-
Meaning of colors, Dimensions of colour (Hue, Value and Intensity), Psychology of colors-
Characteristics of colors- Spatial effect of colors.

UNIT II

Colour wheel- Primary, Secondary and Tertiary colors. Aspects of colors- Hot, Cold,
Warm, Cool, Light, Dark, Pale and Bright. Factors that influence colors- Influence of light on
colors-Artificial lighting, Theatrical lighting, Standard lighting- Climatic conditions.Colour
temperature- Warm and Cool colors. Additive and subtractive colours.

UNIT III

Colour systems- Prang, Munsell, Itten’s theory, Ostwald’s theory, CIE system.Colour

UNIT IV

Standard colour harmonies- Achromatic, Monochromatic, Analogous, Complementary,
Double Complementary, Split Complementary, Triad, Tetrad, Square, Neutral colour harmonies.

UNIT V

Application of colour in Jewellery. Colour in principles of design- Balance through
colour, Proportion through colour, Rhythm through colour, Harmony through colour, Emphasis
through colour.

REFERENCES

1. David Hornung (2005), Colour- a workshop for artists and designers, ,Laurance King Publishing Ltd.,
   UK, P.21-38.
   Publisher, Massachusetts, P.8-114.
PAPER-II

GEM AND GEM STONES

UNIT –I

Introduction to Gem stone and their Influence -Terminology- Origin- Structure-Classification.

UNIT –II


UNIT –III

Optical Properties – Color, Color of Streak, Changes in Color, Refraction of Light, Double Refraction, Transparently, Luster, Light and Color Effects, Luminescence

UNIT –IV


UNIT – V

Synthetic Gemstone – Synthetic Corundum, Ruby, Sapphire, Emerald, Quartzes, Synthetic Spinel, Synthetic Opal, Synthetic Alexandrite

REFERENCES:

PAPER-III

PRACTICAL-I

JEWELLERY ILLUSTRATION PRACTICAL

Illustrate basic line drawing, analytical drawing and give shading using HB,6B pencils for given ornaments:

1. Earings
2. Finger ring
3. Bangles
4. Bracelet
5. Chain
6. Necklace
7. Hipchain
8. Anklet


10. Illustrate traditional bridal jewellery set using any type of colored medium.

REFERENCES:


BASIC JEWELLERY MAKING PRACTICAL

Prepare the following samples using the available raw material/any base material.

1. Ear rings-5 models
2. Finger ring-5 models
3. Bangles-1
4. Bracelet/watches-1
5. Chain-1
6. Necklace-1
7. Purse/wallet-1
8. Cell phone covers-1
9. Belt-1
10. Hair band-5 models

REFERENCES:

PAPER-V
TRADITIONAL JEWELLERY OF INDIA

UNIT-I

Introduction to traditional jewellery-History of jewellery-Significance of Indian jewellery

UNIT-II

Bridal jewellery - Antique jewellery - Bead jewellery - Custom jewellery - Copper jewellery - Fashion jewellery - Filigree jewellery - Gold jewellery – Hand made jewellery - Ivory jewellery - Jadu jewellery.

UNIT-III

Kundan jewellery – Lac jewellery - Meenakari jewellery - Navaratna jewellery - Pachchilan jewellery - Silver jewellery - Stone jewellery - Temple jewellery - Tribal jewellery

UNIT-IV

Gold jewellery of Rajkot - Temple jewellery of Kerala - Terracotta jewellery of Bengal

UNIT-V

Jewellery style of Maharashtra - Art of filigree Orissa - Kundan meena jewellery of Rajasthan.

REFERENCES:


3. Let’s know Handicrafts of India,Amar Tyagi,star publications,2008
UNIT-I

Introduction to tools used in the jewellery manufacturing - Safety measures taken while making jewellery - Dimensions used in the jewellery

UNIT-II

Process of jewellery making - Designing, Moulding, Casting, Polishing, Embellishment, Finishing, Plating, Quality Checking, Packing and Transporting, Marketing.

UNIT-III

Casting - Operation and uses of Casting Machine - Defects in Casting

Different stones used in the jewellery art its cuts and shapes

UNIT-IV

Different type of pave and prong setting - Technique of filling, finishing & polishing - Coin industry

UNIT-V

CAD/CAM in jewellery industry

REFERENCES:


4. Handbook of Research on Trends in Product Design and Development: Technological and Organizational Perspectives: Technological and Organizational Perspectives, Silva, Arlindo, Publisher IGI Global, 2010

8
UNIT-I

Entrepreneurship and entrepreneur – Define and Concepts, Essential features of entrepreneurship, Characteristic of entrepreneur, Functions of entrepreneur, Role of creativity and innovation in entrepreneurship, Evolution of entrepreneurship.

UNIT-II


UNIT-III

Promotion of a venture – Opportunities analysis, SWOT analysis, Internal and External analysis, Technological competitiveness, setting up new unit-Legal requirements

UNIT-IV

Marketing in an entrepreneurial context – Marketing, Steps in marketing process, Product based ventures -5 points, Service based ventures – 8 points, Five forces in the entrepreneurial marketing environment, Environmental scanning

UNIT-V

Marketing analysis- Understanding customers, Advertising & Media planning, Fashion shows & other events.

REFERENCES:

3. Entrepreneurship development - C.B. Gupta & N.P. Srinivasan
ADVANCED JEWELLERY MAKING PRACTICAL

Creation of following ornaments using two different mediums.

1. Terracotta
2. Beads

1. Necklace
2. Hipchain
3. Anklet
4. Bangles
5. Neck chain
6. A set of bridal ornament-select a bridal costume
7. A set of ornaments for the dress designed for a fashion show

REFERENCES:
