

## **DIPLOMA IN JEWELLERY DESIGNING**

### **ELIGIBILITY**

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

### **DURATION OF THE COURSE -12months**

### **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)

## SCHEME OF EXAMINATION

S.No	Paper	Title of the paper	Total marks
<b>NON SEMESTER</b>			
1	Paper-I	Fundamental Concept of Colour Theory	100
2	Paper-II	Gems and Gem stones	100
3	Paper-III	Practical-I Jewellery Illustration practical	100
4	Paper-IV	Practical-II Basic jewellery Making	100
5	Paper-V	Traditional Jewellery of India	100
6	Paper-VI	Jewellery Manufacturing Technology	100
7	Paper-VII	Jewellery Entrepreneurship	100
8	Paper-VIII	Practical-III Advanced Jewellery Making	100
		<b>Total marks</b>	<b>800</b>

## **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 standards- RGB, CYMK, HSB, PMS, HTML colour systems. Pantone colours.

#### **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.
2. Janet Best(2012), Colour design- Theories and applications, Woodhead publishing Ltd., Cambridge.
3. Tracy Diane and Tom Cassidy(2005), Colour forecasting, Blackwell publishing Ltd., UK, P.45-82.
4. C.K.Ogden(1929), Colour and colour theories, Christine Ladd-Franklin, Oxon, P.114-125.
5. Hideaki Chijiwa( 1987), Colour harmony- A Guide To Creative Colour Combinations, Rockport 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**

Properties of Gem stone – Hardness, Cleavage and Fracture, Density – Cutting and Polishing of Gems.

**UNIT –III**

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

**UNIT –IV**

Organic Gemstones – Diamonds, Opals, Pearls, Amber, Coral.

**UNIT – V**

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

**REFERENCES:**

- 1.Gemstones of the World, Walter Schumann, Sterling Publishing Company, Inc.,2009
- 2.Gemstones: Properties, Identification and Use , Arthur Thomas, New Holland Publishers, 2008
- 3.Gemstones (Collins Gem), Cally Oldershaw, HarperCollins UK, 2013
4. Gems and Gemstones: Timeless Natural Beauty of the Mineral World, Lance Grande, Allison Augustyn, University of Chicago Press, 2009

## **PAPER-III**

### **PRACTICAL-I**

#### **JEWELLERY ILLUSTRATION PRACTICAL**

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

1. Earrings
  2. Finger ring
  3. Bangles
  4. Bracelet
  5. Chain
  6. Necklace
  7. Hipchain
  8. Anklet
9. Illustrate classic & innovative fashion jewellery set using color pencil.
10. Illustrate traditional bridal jewellery set using any type of colored medium.

#### **REFERENCES:**

1. Drawing for Jewelers: Master Class in Professional Design, Maria Josep Forcadell Berenguer, Josep Asunción Pastor, Schiffer Pub Limited, 2012
2. Techniques of Jewelry Illustration and Color Rendering, Adolfo Mattiello, Judith Evans, Cy Cylkowski, DuMatt Corporation, 1995

**PAPER-IV**  
**PRACTICAL-II**

**BASIC JEWELLERY MAKING PRACTICAL**

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

1. Ear rings-5models
2. Finger ring-5models
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-5models

**REFERENCES:**

1. Jewelry Making & Beading for Dummies, Heather Dismore, John Wiley & Sons, 2011
2. Basic Jewelry Making: All the Skills and Tools You Need to Get Started, Sandy Allison, Ted Walker, Alan Wycheck, Stackpole Books, 2005

**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:**

1. Research into Design: Supporting Sustainable Product Development, Amaresh Chakrabarti, Research Publishing Service, 2011
2. Re-Use-The Art and Politics of Integration and Anxiety, Julia A. B. Hegewald, Subrata K. Mitra, SAGE Publications India, 2012
3. Let's know Handicrafts of India, Amar Tyagi, star publications, 2008

**PAPER-VI**  
**JEWELLERY MANUFACTURING TECHNOLOGY**

**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:**

1. Contemporary Ergonomics 1995, Ergonomics Society (Great Britain). Conference, CRC Press, 1995
2. Industrial Engineering: Concepts, Methodologies, Tools, and Applications: Concepts, Methodologies, Tools, and Applications, IGI Global, 2012
3. Cases In Strategic Management, Mital, Tata McGraw-Hill Education, 2007
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



**PAPER-VII**  
**JEWELLERY ENTREPRENEURSHIP**

**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**

Steps for starting a small scale enterprise -Steps to be taken. Preparation of Project report - Guidelines. Procedure and formalities for registration. Types of organization -Sole proprietorship. Partnership. Joint stock company. Factors influencing the choice of organization

**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:**

1. Fundamentals of Entrepreneurship, H.Nandan, PHI Learning Pvt.Ltd., 2013
2. Marketing for Entrepreneurs: Concepts and Applications for New Ventures, Frederick G. Crane , SAGE Publications , 2012
3. Entrepreneurship development - C.B. Gupta & N.P. Srinivasan

**PAPER-VIII**  
**PRACTICAL-III**  
**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:**

1. Making Wire Jewelry: 60 Easy Projects in Silver, Copper & Brass, Helen Clegg, Mary Larom, Lark Books, 1997
2. Bead Jewelry 101, Ann Mitchell ,Creative Pub. International, 2009