

B. Voc. in Jewellery Design **Semester 5**

Visual Merchandising & Packaging

Objectives: The Module Aims

- Expand design application across various consumer interfaces of packaging, visual merchandising, retail/brand, Jewellery Marketing, identity in relation to product styles, consumer/market niche & overall design strategy.

Syllabus:

- Students to explore concepts of product/collection look, develop collection concepts & brand/store identity as well as packaging & graphics
- Brand direction with broad parameters
- Students to research and conduct study related to consumer niche, retail environment, store/brands identity in similar categories, consumer interaction to identify design approach
- Understand the concept of jewellery Marketing

Suggested books and references:

- Laszlo.R. (1981). Package Design: An Introduction to The Art of Packaging, UK, Prentice Hall.
- Steven.S. (1990). Packaging Design: Graphics, Materials and Technology, London, Thames & Hudson.
- Stewart.B. (1996). Packaging as an Effective Marketing Tool, London, Kogan Page.
- (2000). Visual Merchandising 2: Image & Identity, Ohio, ST Publishers.
- (2002). Visual Merchandising 3, Media Group International.

Assignments: Documentation 30% and Final products 70%

Scheme of Examination: Self (Jury)

Learning Outcome:

By the end of this unit, Students will be able to:

- Apply design & brand development principles to develop a distinct identity
- Apply design understanding to broader areas of brand/retail identity
- Demonstrate analytical, critical and evaluation skills
- Present design alternatives in an innovative manner
- Understand about jewellery market and concept of marketing

Jewellery Business Practices

Objectives: The Module Aims

- To orient the students to various business processes, business models & trade practices prevalent in retail and wholesale operations
- To create awareness about organizational structures, roles, sourcing & supply chain, production to wholesaling as well as retailing
- To familiarize students to types of wholesaling, and retailing operations

Syllabus:

- Understanding Retail and Wholesale Markets & Operations
- Emergence of retailing and wholesaling in India & abroad
- Wholesale Strategy & Marketing Practices
- Production systems & sourcing of products & components both in wholesaling and retail setup
- Understand methods of sourcing & supply chain in different types of Jewelry
- Quality control & benchmarks
- Vendor and Customer Management
- Competitor Analysis
- Retail Promotion Mix
- Role of Advertising Promotional Schemes & Publicity
- Case study on selected Retail and Wholesale players

Suggested books and references:

- B. Swati – S. Anuraag: Visual Merchandising. New Delhi: Tata McGrawHill Education Private Limited. 2010. 262s. ISBN 978-0-07-015321-9
- C. Ebster – M. Garaus: Store Design and Visual Merchandising. New York: Business Expert Press. 2011. 205s. ISBN: 978-1-60649-094-5
- S. Pardhan: Retail Merchandising. New Delhi: Tata McGrawHill Education Private Limited. 2010. 225s. ISBN: 978-0-07-014497-2
- Verley Rosemary: Retail Product Management Buying and Merchandising. Florida : Routledge. 2006. 263 s. ISBN: 0415327148 21.30

Assignments: Documentation 30% and Final products 70%

Scheme of Examination: Self (Jury)

Learning Outcome:

By the end of this unit, Students will be able to:

- Understand methods of sourcing, supply chain & quality bench marks in different types of Jewelry
- To have a good understanding and knowledge about the wholesaling and retailing logistics and operations.
- To have a good understanding of in store logistics.

Research Based Jewellery Project

Objectives: The Module Aims

- To research and conduct study related to consumer niche, retail environment, store/brands identity and study jewellery market
- To expand design application across various consumer interfaces of packaging, visual merchandising, retail/brand identity in relation to product styles, consumer/market niche & overall design strategy.
- To develop prototypes/mock-ups, scale models of one design proposal with all details & specs.
- To provide advanced experience to the students to design & develop precious jewellery collection.

Syllabus:

- Selection of topic/area
- To research a particular market and application of the research in design
- Students to clearly articulate features/personality of the identity to be developed
- Students to explore concepts of product/collection look, develop collection concepts & brand/store identity as well as packaging & graphics
- Students to develop samples/prototypes/ scale models of selected design alternative.
- Extensive exploration of concepts for collection through material & visual mediums.
- Detailing & materials/treatment/components finalization.
- Prototyping & product realization
- Students to document the entire process of design development & present it as display
- Development of designs understanding the design styles of major International Jewellery markets

Suggested books and references:

- Laszlo.R. (1981). Package Design: An Introduction to The Art of Packaging, UK, Prentice Hall.
- Steven.S. (1990). Packaging Design: Graphics, Materials and Technology, London, Thames & Hudson.
- (2002). Visual Merchandising 3, Media Group International.
- Current fashion, Jewellery and business magazines
- Trade journals
- Current Packaging, Identity & Store Design Annuals

Assignments: Documentation 30% and Final products 70%

Scheme of Examination: Self (Jury)

Learning Outcome:

By the end of this unit, Students will be able to:

- Apply design understanding to broader areas of brand/retail identity
- Demonstrate analytical, critical and evaluation skills

- Apply research and analytical skills
- Apply design & brand development principles to develop a distinct identity
- Conduct independent research on the given brief
- Present design alternatives in an innovative manner
- Understand & apply the process of precious jewellery collection design
- Confidently approach new concepts & styles demonstrating potential of materials & processes
- Realize products in finer details as working prototypes
- Present the design collections with aesthetic sophistication