

**M. Voc. Kundan Meenakari Jewellery Design & Manufacturing
Semester 3**

Course Code:D905

Paper Code:

Title: Costing & Pricing of Jewellery

Pre-requisite: N. A.

Objectives: The Module Aims to introduce the students to

- Understand & Explore local market for material & labour Price, Calculate the stone weightage, Calculate the cost of jewellery Product,
- Costing of sample piece and casting piece,
- Pricing jewellery Product & Determine Markup / profits of sample & wholesale orders of jewellery products.

Syllabus:

- Analyse the local market,
- Resourcing and understand the price of material & Labour through survey and market exploration.
- Analyse the process of jewellery Product development
- Calculating price of gemstone (using size & carat conversion chart)
- Calculating the cost of jewellery product
- Calculating the costing of sample piece and casting piece,
- Preparing cost sheet of particular design
- Calculating price, adding profit margins for single or wholesale order
- Understanding Markup price and determining markup price for single or wholesale order.
- Provisioning standard / permissible metal wastages during the process of product development.

Suggested books and references:

- NA
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Assignments: Documentation 30% and Final products 70%

Scheme of Examination: Theory Exam

Learning Outcome:

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

- Calculate the average cost of jewellery Product
- Design jewellery product keeping cost in mind
- Pricing Jewellery Product

Determine markup price for single and wholesale order jewellery..

Course Code: D905

Paper Code:

Title: Entrepreneurship in Gems & Jewellery

Pre-requisite: N. A.

Objectives: The Module Aims

- To provide a global introduction to the process of turning an idea into a successful start-up enterprise in G&J Sector. There will be a special emphasis on Commercializing innovations derived from research and technology development. The track will be useful for anyone having little or no pre-existing entrepreneurial experience.
- To orient the students to various business processes, business models, & trade practices. Develop understanding of design as business plus implications for entrepreneurship.
- To train and develop students to become effective entrepreneurs and understand the planning process required for setting up a small business and prepared to intelligently evaluate potential start-up opportunities for personal involvement.
- Develop knowledge of intellectual property rights laws, licensing, trading rights, IPR registration

Syllabus:

- Meaning of Entrepreneurship
- Various types of industries
- Developing an innovative product
- Studying competition
- Steps to set up an enterprise
- Managing operations in Business
- Marketing of New Business
- Banking & Finance
- Human Resource Management for New business
- Industrial/Commercial laws
- Location Analysis
- Surviving in long-run
- Intellectual Property Protection.
- Project Identification and compilation of project report
- Interaction with few successful entrepreneurs in G&J Sector

Suggested books and references:

- Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd. Entrepreneurship Edition 7, illustrated. McGraw-Hill/Irwin, 2008. ISBN 007125952X, 9780071259521
- Barringer, Bruce R., and R. Duane Ireland. Entrepreneurship: Successfully Launching New Ventures. Pearson Prentice-Hall, 2006 (2nd Ed).
- Mark. J. Dollinger, Entrepreneurship – Strategies and Resources, Pearson Edition.
- Udai Pareek and T.V. Rao, Developing Entrepreneurship

- S.V.S. Sharma, Developing Entrepreneurship, Issues and Problems
- Srivastava, A Practical Guide to Industrial Entrepreneurs
- Government of India, Report of the committee on Development of small and medium entrepreneurs, 1975

Assignments: Documentation 30% and Final products 70%

Scheme of Examination: Theory Exam

Learning Outcome:

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

- Appreciate differences between traditional & contemporary trade practices
- Differentiate between different production systems
- Understand methods of sourcing, supply chain & quality benchmarks in different types of jewelry
- Familiarize themselves with trade cycles, events, occasions & lead time
- Understand tax structure that apply to commercial trading
- Understand industrial and commercial laws and regulations that govern the setting up of an enterprise
- Understand & evaluate IPR related implications in various business transactions
- Articulate terms, fees/salaries/payments against rendering of design as a service

Course Code: D905

Paper Code:

Title: Jewellery Retailing, Visual Merchandising & Packaging

Pre-requisite: N. A.

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

Course Code: D905

Paper Code:

Title: 2D CAD Based Kundan Meena Design Project

Pre-requisite: N. A.

Objectives: The Module Aims

- provide advanced experience to the students to design & develop **“Kundan Meena jewellery collection”** on a 2D CAD Software
- Students would be encouraged to work independently.
- To inculcate the concept of contextual design research. This module aims to develop in students an ability to develop a brief professionally.
- To apply creativity to develop their own uniquely styled design collection from concept to final prototype/mockup of original design.
- To approach precious Jewellery with flair & abundance of stretching pre-conceived limits.

Syllabus:

- To design & develop “precious jewellery collection”
- Development of individual style through experimentation of themes, innovative techniques & form manifestation
- Extensive exploration of concepts for collection through material & visual mediums
- Detailing & materials/treatment/components finalization
- Prototyping & product realization
- Presentation & documentation of process & final design products

Suggested books and references:

- Mascetti, Daniaela&Triossi, Amanda, (1996). “Bvlgari”, Milan, Leonardo Arte srl.
- Bennett, David &Mascetti, Daniaela,(1990), Understanding Jewellery, UK, Antique Collectors Club.
- Usha.B. (1999). Dance of the Peacock, New Delhi, India Book House.
- Frings, (1996). Fashion from Concept to Consumer, New Jersey, Prentice Hall.
- Elizabeth.R. (1999). Understanding Fashion, London, Blackwell Science.
- Trade Journals & Magazines
- Fashion magazines- Vogue, Jewellery Key Stone, JCK, Collezioni, Simplicity, Femina etc.

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:

- On completion of this module the student should be able to:
- Understand & apply the process of precious jewellery collection design

- Undertake critical self and peer evaluation
- Demonstrate an individual sense of research & critical analysis through explorations.
- Demonstrate individual flair beyond typically commercial products in precious Jewellery
- 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

Course Code: D905

Paper Code:

Title: Kundan Meena Jewellery Design Project

Pre-requisite: N. A.

Objectives: The Module Aims

- provide advanced experience to the students to design & develop **“Kundan Meena jewellery collection”**.
- Students would be encouraged to work independently.
- Orient the students to understand the concept of collection as a set of multiple products defined by a common visual character/s.
- To apply the design process from thematic exploration based on consumer, market, trends considerations, color, material & finish, style development, product selection etc.
- To apply creativity to develop their own uniquely styled design collection from concept to final prototype/mockup of original design.
- To approach precious Jewellery with flair & abundance of stretching pre-conceived limits.

Syllabus:

- To design & develop “Kundan meena jewellery collection”
- Development of individual style through experimentation of themes, innovative techniques & form manifestation
- Extensive exploration of concepts for collection through material & visual mediums
- Detailing & materials/treatment/components finalization
- Articulation of design direction & visual/material vocabulary
- Concept exploration & product ideation through sketches & materials
- Realization of products with refinement & detailing
- Presentation & documentation of process & final collectionPresentation & documentation of process & final design products

Suggested books and references:

- Dance of Peacock

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 & apply the process of precious jewellery collection design
- Undertake critical self and peer evaluation
- Appreciate various factors influencing Precious Jewellery Design
- Apply the design process in response to specific brief
- Familiarity to appropriate design concepts
- Ability to select appropriate concepts to develop end products.

- Demonstrate an individual sense of research & critical analysis through explorations.
- Demonstrate individual flair beyond typically commercial products in precious Jewellery
- Confidently approach new concepts & styles demonstrating potential of materials & processes.
- Present the design collections with aesthetic sophistication