FOUR- YEAR UNDERGRADUATE PROGRAMME

In Faculty of Fine Arts

Bachelor of Design (Jewellery Design)

As Per UGC Curriculum & Credit Framework for Undergraduate

Programmes under NEP 2020

Medium of Instruction :English

W.e.f. Academic Session 2025-26

SEMESTER V & VI

UNIVERSITY OF RAJASTHAN, JAIPUR

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CURRICULUM FOR B.DES (JEWELRY DESIGN) PROGRAM CODE UG0504								
S.No.	COURSE CATEGORY	TYPE	COURSE CODE	COURSE NAME	L	T	P	TOTAL CREDIT
YEAR 3								
SEMESTER V								
1	DCC-13L	MJR	JEW-75L-301	Jewelry Forecasting & Trends	2	0	0	2
2	DCC-14P	MJR	JEW-75P-302	Computer Aided Design - II	0	0	6	6
3	DCC-15P	MJR	JEW-75P-303	Design Project 3- (Indigenous Art and Craft-based Jewelry)	0	0	6	6
4	MDC-3L	MJR	JEW-75L-304	Entrepreneurship	2	0	0	2
5	DCC-16P	MJR	JEW-75P-305	Construction Techniques for Jewellery	0	0	6	6
TOTAL CREDITS ACHIEVED AFTER SEMESTER V								**22**
SEMESTER VI								
1	DCC-17L	MJR	JEW-76L-306	Jewelry Merchandising	2	0	0	2
2	DCC-18L	MJR	JEW-76L-307	Jewelry Business & Communication	2	0	0	2

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3	DCC-18P	MJR	JEW-76P-308	Jewelry Business & Communication	0	0	4	4
4	DCC-19P	MJR	JEW-76P-309	Design Project 4 (Range development Project)	0	0	6	6
5	SEC-5			SEC 5	2	0	0	2
6	DEC-20P	MJR	JEW-76P-310	Advanced CAD for Jewelry Lab	0	0	4	4
TOTAL CREDITS ACHIEVED AFTER SEMESTER VI								**20**

Credits Offered for 3-year UG Degree in Jewellery Design	**Year 3 Internship Total Credits 42 + 4= 46**

Credits offered for a 3-year UG degree

Year I Year II Year III internship total credits

52 52 42 4 = 15O

For exit after the 3rd year, the minimum credit requirement is 146 credits from the course and 4 credits from the internship, hence a 3-year UG Degree @140 credits.

Minimum seats to be filled for running the course: 15

Career Opportunities:

- Accessory Designer
- Jewelry Designer
- 2D & 3D CAD Designer
- Jewelry Educator
- Entrepreneur
- Jewelry Consultant
- Jewelry Influencer
- Merchandiser

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Semester - V

DCC-13L

JEW-75L-301: Jewelry Forecasting & Trends

NSQF LEVEL: 7/SEM V	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE, TUTORIAL, FIELD VISIT	MIN	12	48

PRE-REQUISITE OF THE COURSE: Basic understanding of jewelry and market trends.

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Objective: The course would aim at providing information on the fashion forecasting process which would include consumer research along with the forecasting of colors stones, metal etc.

SYLLABUS:

UNITS	CONTENT	TEACHING HOURS
UNIT I	● Process of Jewelry Forecasting ● Sources of Jewelry forecasting information ● Methods of trend analysis and forecasting.	20 hours
UNIT II	● Trend & Forecasting agencies' process of prediction ● Adoption theories ● Factors influencing the rate of new adoption.	20 hours
UNIT III	● Consumer and industry research ● Analysis and translation for product innovation & new technology.	20 hours
UNIT IV	● Format of trend forecasts and the influence of trend forecasting on business.	15 hours
UNIT V	● Development of Color forecast, material forecast, and style forecast.	15 hours

SUGGESTED BOOKS AND REFERENCES:

- Raymond Martin, (2010) Trend Forecaster's Handbook, Laurence King Publishers.
- V. Henrick (2007) Anatomy of Trend McGraw–Hill Publications.

Learning Outcomes

- Analyze political, environmental, social, technological, and cultural aspects of local and global new developments in the jewelry industry.

- Synthesize qualitative and quantitative research for data collection and interpretation with respect to the new technology of the jewelry industry.
- Identify the design trends to interpret and predict the Shape & Form.

DCC-14P

JEW-75P-302 - COMPUTER AIDED DESIGN-II

NSQF LEVEL: 7/SEM V	EOSE:-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: LECTURE, TUTORIAL, FIELD VISIT	MIN	12	48

PRE-REQUISITE OF THE COURSE:

- Basic Knowledge of Computers.
- Understanding of Jewelry Design.
- Knowledge of Technical Drawing of Jewelry products.

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Objective: This unit aims to develop learners' understanding of specialist 3D technology and processes. Learners will develop skills in applying this understanding to their chosen area of specialism, taking into consideration the commercial context.

SYLLABUS:

Unit	Content	Teaching Hours
UNIT I	● Concept of 3D & 3D Software platform. o NURBS Modelling o Parametric Design o Boolean Operations	15
UNIT II	● Different tools of 3D software & CAD CAM Process	15
UNIT III	● Curve & Different tools of Surfaces	30
UNIT IV	● Stone Setting, Different types of collets, texture effect, Veezal creation, Scooping. ● Create Different type of Design o Ring o Pendant o Earring o Bangle	70
UNIT V	● Metal weight, Concept of gold weight controlling & casting through CAD-CAM Process.	20

SUGGESTED BOOKS AND REFERENCES:

- "Rhino 6 for Windows" by Kyle Houchens
- "Rhino 5 Essential Training" by Dave Schultze

SUGGESTED E-resources:

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- https://rhino3du.ning.com/page/basic-tutorials-in-the-user-guide
- http://docs.mcneel.com/rhino/5/usersguide/en-us/windows_pdf_user_s_guide.pdf

Learning outcome

- Able to develop 3D Design with Rendering.
- Able to apply settings in Design.
- Able to understand Gold Controlling.
- Able to Create Different Joints for flexibility.
- Able to Create Master Model & Rubber Dye.

DCC-15P

JEW-75P-303 : Design Project 3- (Indigenous art and Craft based jewelry)

NSQF LEVEL: 7/SEM V	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL, TUTORIAL, FIELD VISIT	MIN	12	48

PRE-REQUISITE OF THE COURSE: None

Objective: This unit will enable learners to understand and acquire skills in planning and creating prototypes. To analyze the difference between jewelry developed through lost wax process(Investment casting) and handmade process of crafting Kundan-Meena jewelry. The learner shall acquire an understanding of the techniques through practical demonstration. A comparative analysis of the traditional Kundan Jadau jewelry of the past to the present. Developing a collection of products using contemporary and traditional Kundan Meena technique by analyzing the jewelry trends.

SYLLABUS:

UNITS	**CONTENT**	**Teaching Hours**
UNIT I	● History of Kundan Meena Jewelry in India ● Analyzing Contemporary Kundan Meena Jewelry Trends in India	10
UNIT II	● Traditional Kundan Meena Jewelry Manufacturing process ● Introduction to stone setting techniques for jadau jewelry ● Surface treatments and finishes for jadau jewelry	10
UNIT III	Creating Visual Boards: ● Inspiration board ● Colour & Material board ● Trend Board ● Client board ● Mood board	30
UNIT IV	Conceptualization and Form Generation ● Generating design concepts and ideas ● Sketching and visualizing designs ● Developing a cohesive design language and theme for the project ● Considering aesthetics, balance, and wearability in kundan meena jewelry design	30
UNIT V	Final Design Development ● Refining the design through finishing techniques ● Applying appropriate clasps, findings, and closures. Cost assessment techniques Prototype Development	40

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UNIT VI	Documentation and presentation ● Creating a cohesive and professional presentation of the final design ● Documenting the design process and creating a portfolio or collection of work done.	30

SUGGESTED E-resources:

- www.birdhichandghanshyamdasjewelry.com
- www.sunitashekhawat.com

Learning outcomes

- To acquire knowledge about the Kundan Meena Jewelry making process.
- Be able to translate the knowledge of the techniques learnt to illustrate designs.
- Be able to make use of traditional jewelry making techniques to create prototypes.
  Be able to assess a design brief and extend the knowledge in developing a design collection.

MDC-3L

JEW-75L-304: Entrepreneurship

NSQF LEVEL: 7/SEM V	EOSE :-	4 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE

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SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE	MIN	8	32

PRE-REQUISITE OF THE COURSE: None

Objective: The unit covers the fundamentals of budgeting and costing in the Design industry, including the analysis of design to manufacturing cost, pricing strategies, and financial management techniques. Students will develop skills in creating budgets, calculating costs, and analyzing financial data to make informed decisions.

SYLLABUS:

UNITS	CONTENT	TEACHING HOURS
Unit -I	● Introduction to budgeting and costing ● Basic accounting principles ● Understanding the design business model	**10**
Unit-II	● Financial forecasting and budgeting techniques ● Creating and managing a budget for a design project or business	**10**
Unit-III	● Production cost analysis and management ● Pricing strategies and markup calculations	**10**
Unit-IV	● Marketing strategies and their application in design industry ● Financial management techniques for design industry	**10**
Unit-V	● Managing client expectations and pitching to clients	**10**

References:

- Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers by Alexander Osterwalder and Yves Pigneur
- Financial Management for Design Professionals: The Path to Profitability by Steven C. Glass

- The Design Entrepreneur: Turning Graphic Design Into Goods That Sell by Steven Heller and Lita Talarico

LEARNING OUTCOMES:

- To understand the basics of business management as they apply to the design industry.
- To develop a basic understanding of budgeting and forecasting for a design business.
- To learn how to create and manage a budget for a design project or business.
- To gain insight into financial management techniques applicable to the design industry.

DCC-16P

JEW-75P-305: Construction Techniques for Jewellery

NSQF LEVEL: 7/SEM V	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL, TUTORIAL, FIELD VISIT	MIN	12	48

PRE-REQUISITE OF THE COURSE: None

Objective: This course will enable learners to understand and acquire skills and understand the functional aspects and steps involved in transformation of concept to fabricated jewellery. Students will get hands-on experience to make jewellery product from their own designs with provided materials.

SYLLABUS:

UNITS	CONTENT	Teaching Hours
UNIT I	• Basic tools: files, saws, pliers, hammers, mandrels, etc. • Metals used in jewellery: silver, gold, copper, brass • Soldering tools and torches • Abrasives and polishing equipment	20
UNIT II	• Precision measuring and marking • Sawing and piercing • Filing and sanding • Annealing and metal forming (bending, doming)	20

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UNIT III	• Soldering: types, grades, and techniques • Cold connections: rivets, tabs, screws • Mechanical joints: hinges, clasps, bails	20
UNIT IV	• Polishing, buffing, and tumbling • Texturing: hammering, engraving, etching • Patinas and surface coloring	30
UNIT V	• Develop a jewellery product with metal by applying various construction methods.	30

References:

- Miranda M. Rosa, (2014). *Surface Modification By Solid State Processing*: Woodhead Publishing, UK.
- Karl Ulrich, Steven Eppinger, (2015). *Product Design and Development* 6th Edition: McGraw-Hill Education, NY, New York.
- Asa Christiana, (2017), *Build Stuff with Wood: Make Awesome Projects with Basic Tools*, Taunton Press, U.S.A.
- Diane Fitzberger, (2018). *Wood Pallet DIY Projects, Fox Chapel* Publishing, U.S.A.
- Ulrich, Karl (2012), *Product design and development*. New Delhi: Mcgraw Hill.
- Hudson, Jennifer (2011) *Process: 50 product designs from concept to Manufacture.*Laurence King Publishing

Learning Outcomes:

Upon completion of the course, students will be able to:

- Understand the functional aspects and the steps involved in transforming a concept into a fabricated jewellery product.
- Gain hands-on experience in creating a jewellery product from designs using provided metal.

Semester - VI

DCC- 17L

JEW-76L-306- Jewelry Merchandising

NSQF LEVEL: 6/SEM III	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE, FIELD VISITS	MIN	12	48

PRE-REQUISITE OF THE COURSE: Basic understanding of jewelry Industry

Objective:

The aim of this unit is to enable the student with an understanding of the essential elements of the jewelry industry.

Syllabus:

UNITS	TOPICS	TEACHING HOURS
Unit -I	● Introduction to jewelry merchandising ● Role of a merchandiser ● Qualities & responsibilities of a merchandiser ● Role and responsibility of the retail jewelry buyer	**12**
Unit-II	● Customer identification, Supplier, Sourcing ● jewelry calendar, the planning cycle ● Merchandise planner	**15**

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Unit-III	● Trend prediction, Sales forecasting ● Product selection and mix ● Distribution mix, Distribution channels ● Jewelry supply chains, Buying calendar, Buying strategy	**15**
Unit-IV	● Flowchart in jewelry production ● Spreading and Cutting Operations and Machines ● Major machines, parts of the machines	**15**
Unit-V	● Quality Control & Inspection ● Quality standards: Definition, Consumer's perception of quality, seven tools of quality ● ISO & BIS Standards for jewelry Manufacturing & Management	**15**

Learning Outcomes

- To demonstrate the applied skills of industry specific technology knowledge and skills.
- To utilize management topics to manage, control, and improve industry environments.
- Students will be able to demonstrate knowledge of the industry, ethical behavior, industry specification, non-discrimination, and diversity in the workplace.
- To create an awareness of the types of garments machinery available in the industry
- To expose the students to the latest practices and technological world of garment production

DCC-18L

JEW-76L-307- Jewelry Business & Communication

NSQF LEVEL: 7/SEM VI	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80
DELIVERY: LECTURE	MIN	8	32

PRE-REQUISITE OF THE COURSE: Completion of basic understanding in marketing, business, or a related field is recommended.

Objective: This course is designed to provide students with a comprehensive understanding of the principles and practices of jewelry marketing and communication. Students will engage with theoretical concepts to develop skills essential for success in the field.

UNITS	CONTENT	TEACHING HOURS
Unit -I	Introduction to Jewelry Marketing ● Overview of the jewelry industry ● Key players and market trends ● Consumer behavior in the fashion context	**5**

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Unit-II	Marketing Strategies for Jewelry ● Product development and positioning ● Pricing strategies in jewelry ● Distribution channels and retail management ● Digital marketing and e-commerce in jewelry	**15**
Unit-III	Visual Communication in jewelry industry ● Importance of visual identity and branding ● Photography and styling in jewelry marketing ● Creating effective jewelry campaigns ● Utilizing social media for visual storytelling	**15**
Unit-IV	Public Relations in the jewelry Industry ● Role of public relations in jewelry marketing ● Building and managing a jewelry brand's image ● Event planning and execution ● Crisis communication in the jewelry industry	**15**

References:

- Required Textbook: "Fashion Marketing" by Mike Easey
- Additional Readings: Journal articles, case studies, and industry reports
- Online Resources: Fashion industry websites, marketing blogs, and academic journals

Learning Outcomes:

- Understand the unique characteristics of the jewelry industry and its impact on marketing strategies.
- Develop and implement effective marketing plans tailored to the jewelry sector.
- Demonstrate proficiency in visual communication techniques specific to jewelry marketing.
- Apply public relations principles to build and maintain a positive brand image in the jewelry industry.

- Analyze and critique real-world examples of jewelry marketing and communication campaigns.

DCC-18P

JEW-76P-308- Jewelry Business & Communication

NSQF LEVEL: 7/SEM VI	EOSE :-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: DEMONSTRATION/ FIELD VISITS	MIN	4	16

PRE-REQUISITE OF THE COURSE: Completion of basic understanding in marketing, business, or a related field is recommended.

Objective: This course provides practical insights into the business aspects of the jewelry industry with a focus on effective communication strategies. Students will learn key concepts in jewelry marketing, branding, and communication techniques necessary for success in the industry.

SYLLABUS:

UNITS	CONTENT	TEACHING HOURS

Unit I	**Digital Marketing and Social Media** ● Importance of digital presence in jewelry business ● Strategies for effective social media marketing and content creation **Jewelry Branding and Identity** ● Building a jewelry brand: brand identity, values, and storytelling ● Case studies of successful jewelry brands and their branding strategies	**15**
Unit II	**Jewelry Retail and Merchandising** ● Retail strategies: omnichannel approach, customer experience, and merchandising ● Visual merchandising techniques and store layout **Jewelry Communication** ● Overview of jewelry communication channels: PR, advertising, and influencer marketing ● Writing for jewelry: press releases, blog posts, and social media captions	**15**
Unit III	**Jewelry Business Ethics and Sustainability** ● Ethics in jewelry business: labor practices, sustainability, and corporate responsibility ● Sustainable jewelry practices and their impact on business	**15**

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Unit IV	**Jewelry Business Plan Development** ● Components of a jewelry business plan: executive summary, market analysis, and financial projections ● Workshop on creating a practical jewelry business and communication plan	**5**

References:

- Required Textbook: "Fashion Marketing" by Mike Easey
- Additional Readings: Journal articles, case studies, and industry reports
- Online Resources: Fashion industry websites, marketing blogs, and academic journals

Learning Outcomes:

- To understand the fundamentals of jewelry business operations.
- To develop skills in jewelry marketing and branding.
- To learn effective communication strategies specific to the jewelry industry.
- To analyze case studies and examples of successful jewelry businesses.
- To create and present a practical jewelry business and communication plan.

DCC-19P

JEW-76P-309: Design Project 4- Range Development Project

NSQF LEVEL: 7/SEM VI	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL , TUTORIAL, FIELD VISIT	MIN	12	48

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: To expose the students to international & Indian luxury brands of jewelry. Origin and evolution of any of these brands. Analysis – Design language and style evolution, product development. Influence of Fashion on these jewelry Brands. Analysis – Collections and techniques. Analysis– Market presence of the brand and its Clients. Analysis – E-Marketing, Promotion, Visual Merchandising, Packaging, Other Products. Analysis – Price points. Range Developments for the brand.

SYLLABUS:

Units	Contents	Teaching Hours
UNIT I	**Introduction to Couture Jewelry** ● Overview of couture jewelry: definition, characteristics, and historical significance ● Study of prominent couture jewelry designers and their contributions ● Understanding the luxury market and clientele for couture jewelry ● Exploration of the intersection between fashion, art, and jewelry ● Branding ● Packaging ● Visual merchandising	10

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UNIT II	**Design and Concept Development** ● Advanced design principles and aesthetic considerations in couture jewelry ● Developing a signature style and design philosophy ● Techniques for creating detailed design sketches and renderings ● Incorporating cultural and historical references into couture jewelry designs	30
UNIT III	● Case study: Any luxury jewelry brand ● Collection Analysis ● Market segmentation ● Client board, mood board, inspiration board, Design development,	30
UNIT IV	Product detailing, Prototyping, Portfolio	70

SUGGESTED REFERENCES:

- www.cartier.com
- www.louisvutton.com
- www.boucheron.com
- www.chanel.com
- www.christiandior.com
- www.vancleefandarpels.com
- www.bvlgari.com
- www.carrerraycarrerra.com

Learning Outcome

- The student will be able to understand & analyze the International/Indian Luxury Brand.
- Be able to plan and design a product to meet requirements
- Be able to use technology to produce models, prototypes and presentation materials
- Understand the connections between design management and manufacturing.

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SEC-5

Skill Enhancement Course

*Select a course from the list provided by the University of Rajasthan for the Skill Enhancement Course.

DCC-20P

JEW-76P-310: Advanced CAD for Jewelry Lab

NSQF LEVEL: 7/SEM VI	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL , TUTORIAL, FIELD VISIT	MIN	12	48

PRE-REQUISITE OF THE COURSE: Basic knowledge of jewellery design and introductory CAD

OBJECTIVE: This course develops advanced CAD skills for jewellery design, enabling students to create complex, production-ready models while integrating rendering, 3D printing, and fostering precision, creativity, and functional aesthetics.

SYLLABUS:

Units	Contents	Teaching Hours
UNIT I	● Review of basic CAD principles and jewellery design elements ● Importance of CAD in modern jewellery industry ● Overview of advanced modelling workflows	10

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UNIT II	• Advanced functions in Rhinoceros (Rhino 3D) • Building intricate components: filigree, prongs, baskets, bezels, etc. • Advanced surface and solid modeling.	30
UNIT III	• Subtractive and additive modelling techniques • Prong, bezel, pavé, and channel settings in CAD • Stone libraries and dimensioning.	30
UNIT IV	• Photorealistic rendering using rendering software (Keyshot) • Texture mapping, materials, lighting, and background setup	30
UNIT V	• Exporting files for rapid prototyping • Mesh repair and analysis • Compatibility with 3D printers	40

SUGGESTED REFERENCES:

- Galton, E. (2005). *Digital jewelry: From design to manufacture*. AVA Publishing.
- Leake, M. (2012). *CAD/CAM in jewellery design and manufacture*. British Academy of Jewellery Press.
- McNeel, R. (2021). *Rhino 7 level 2 training manual*. Robert McNeel & Associates. Retrieved from https://www.rhino3d.com/learn/
- Olver, E. (2002). *The art of jewellery design: From idea to reality*. Rockport Publishers.
- Gemvision. (2020). *MatrixGold essentials guide*. Gemvision Corporation.
- Jewelry CAD Dream Team. (2018). *Jewelry CAD Dream manual* (Version 5). JCAD, Inc.

Learning Outcome

Students will be able to:

- Utilize advanced CAD tools and techniques to model complex jewellery designs.
- Apply digital methods to prepare designs for rendering, prototyping, and manufacturing.
- Create technically sound, aesthetically refined digital models suitable for professional production.
- Communicate design intent effectively through digital renderings and technical drawings.

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