

राजस्थान विश्वविद्यालय
University of Rajasthan

JAIPUR

Syllabus
of
Bachelor's Degree in Design

(B.Des.)

in

Jewellery Design

B.Des. (Foundation)-Part-I Exam. 2018	
B.Des. -Part-II	Exam. 2019
B.Des. -Part-III	Exam. 2020
B.Des. -Part-IV	Exam. 2021

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(B.Des. Industrial Design & B.Des. Communication Design)

B. DES. IN JEWELLERY DESIGN

There will be 5 disciplines and the students can specialized in one of these disciplines.

1. Bachelor of Design (Industrial Design) :

I. Craft Accessory Design

II. Fashion Design

III. Interior Design

IV. Jewellery Design

2. Bachelor of Design (Communication Design) :

I. Graphic Design

Bachelor of Design (Industrial)

I. Craft Accessory Design

II. Fashion Design

III. Interior Design

IV. Jewellery Design

Industrial Design discipline in the classical avatar covered a range of design activities such as Jewellery Design , Fashion Design , Craft Accessory Design, Interior Design, Industrial Design & Communication Design. In the 21st Century, we at Rajasthan University choose to redefine these Industrial Design subsets as Human Centered Design, Universal Design, Design for Sustainability, Health care Design, Design for societal needs, Heritage design and Way finding Design.

Our design programme stresses on the specific role of a designer – that of being for and only

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A range of domains such as nature and form studies, gestalt, semiotics, human factors & ergonomics, materials and processes and systems design will form an array of learning modules through studio tasks, real life projects, workshops projects both individually as well as in teams.

Students typically will start projects by developing ideas and concepts from sketches to making models and finally working prototypes which will be tested in the real world.

Our Industrial Design graduates will be prepared to make a real difference in the world of design as entrepreneurs, employees of design firms as well as of industry and many will also form venture capital firms and some will also set up unique manufacturing hubs.

The pedagogy will consist of a combination of design skills, related theory, material and manufacturing science, social knowledge, communication skills and management principles. Learning's will be through classroom projects, assignments as well as exposure to industry via visits, industry immersion of a few weeks and working on live projects with Faculty and outside design experts.

The design programme will start with a common foundation year with the Communication Design students where all the students will be taught basic skills in design thinking and aesthetics, sensitizing their minds to the world around through on and off campus assignments as well as essential learning tools such as sketching, observation, photography, colour, perception, presentation, model making and workshop projects, history of design and a sprinkling of topics from philosophy to social anthropology.

- The specialization courses in the above said areas will be of 3 year duration. Total duration of the under graduate course will be of 4 years which includes 1 year of foundation course.
- The entrance qualification for the foundation course will be the passing of the +2 or equivalent examination with minimum 48% marks.
- Candidates have to choose their specialization subject while applying for the foundation course.
- Group discussions, seminars, workshop, exhibitions, study tour, visit to museum, galleries, industry visit are compulsory.
- Study tour is compulsory for all the students and they have to deposit additional charges according to the actual expenses must be beard by the students.
- As B Design is a professional course, professionally qualified teachers will be assigned for practical and theory subjects.
- Scheme of examination: Scheme of examination is annual, the minimum marks required to pass the examination are 36% for theory and 40% for practical candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1st Division. 50% 2nd and 40% to 49 pass. The division will be calculated at the final year examination of the specialization course aggregating the marks of all the four years examination.
- If the candidate fails to pass the English, Hindi, Environmental studies and Elementary Computer application papers of the foundation course shall be promoted to next class

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and the Elementary Computer application but paper must be cleared for a pass in B Design Final Examination.

- No student will be allowed to proceed to the next higher class unless he/she passes the practical examination prescribed for the year.
- A candidate must clear the B Design course within a period of seven years from the date of admission to the first year of the course.
- Each student shall be required to attend not less than 75% lecture & practical held during each year of the course of study.
- Seat reservations are as per university rules.
- Students have to purchase their own Drawing board, Art materials and Tools.

(YEAR-1)

Distribution of Marks

B. Des.-Jewellery Design Foundation Part-i

Subject Compulsory only	Max Marks	Min. Pass Marks	Duration of Exam	Teaching Hours
English Communicatio	100	36	3 Hrs.	100
General Hindi	100	36	3 Hrs.	100
Environmental Studies	100	36	3 Hrs.	100
Elementary Computer Application	40 - Practical 60 - Theory	14 22	2 Hrs. & 4 Hrs.	100
Elementary Hindi (in lieu of General Hindi for non-Hindi speaking students only)	100	36	3 Hrs.	100
Subjects Optionals				
Theory JD-101 History of Art & Design	100	36	3 Hrs.	100

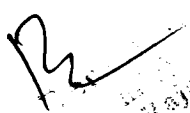

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Practicals	Internal Max.Marks	External Max..Marks	Internal Min.P.M.	External Min.P.Marks	Duration of Exam	Teaching Hours
JD-102 Fundamental of Design	40	60	16	24	6 Hrs.	100
JD-103 Visualization & Drawing Techniques	40	60	16	24	6Hrs.	100
JD-104 Material Studies	40	60	16	24	6 Hrs.	100
JD-105 Design Principles	40	60	16	24	6 Hrs.	100
JD-106 Design Method	40	60	16	24	6 Hrs.	100

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2. GENERAL ENGLISH

Duration: 3 hrs.

Max. Marks: 100

Minimum Pass Marks: 36

The syllabus aims at achieving the following objectives:

1. Introducing students to phonetics and enabling them to consult dictionaries for correct pronunciation (sounds and word stress)
2. Reinforcing selected components of grammar and usage
3. Strengthening comprehension of poetry, prose and short-stories
4. Strengthening compositional skills in English for paragraph writing, CVs and job applications.

The Pattern of the Question Paper will be as follows:

Unit A: Phonetics and Translation
(10 periods)

(20 marks)

- | | |
|---|---------------------|
| I Phonetic Symbols and Transcription of Words | (05) |
| III Translation of 5 Simple sentences from Hindi to English | (05) |
| from English to Hindi | (05) |
| IV Translation of 05 Words from Hindi to English | (2 ^{1/2}) |
| from English to Hindi | (2 ^{1/2}) |

Unit B: Grammar and Usage
(10 periods)

(25 marks)

- | | |
|--------------------------------|------|
| I Elements of a Sentence | (05) |
| II Transformation of Sentences | (05) |

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- II Modals (05)
III Tense (05)
IV Punctuation of a Short Passage with 10 Punctuation Marks
(05)

(As discussed in Quirk and Greenbaum)

Unit C: Comprehension

(25 marks)

Following Essays and Stories in *Essential Language Skills* revised edition compiled by Macmillan for University of Rajasthan General English B. A. /B. Com./B. Sc.

Candidates will be required to answer 5 questions of two lines each to be answered out of 10 questions. There would be two questions from the prescribed text. (10)

Sujata Bhatt

Voice of the Unwanted Girl

Ruskin Bond

Night Train for Deoli

M.K. Gandhi

The Birth of Khadi

J.L. Nehru

A Tryst with Destiny

A.P.J. Abdul Kalam

Vision for 2020

The candidates will be required to answer 5 questions from the given unseen passage. (10)

One vocabulary question of 10 words from the given passage. (5)

Unit D: Compositional Skills

(30 marks)

(15 periods)

I Letters-Formal and Informal

(10)

II CV's Resume and Job Applications and Report

(10)

III Paragraph Writing

(10)

(7)

(10)

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Recommended Reading:

- Sasikumar, V., Dutta and Rajeevan, A Course in Listening and Speaking-I Foundation Books. 2005.
- Sawhney, Panja and Verma eds. English At the Workplace, Macmillan 2003.
- Singh, R.P. Professional Communication. OUP. 2004
- Judith Leigh. CVs and Job Applications. OUP. 2004
- Arthur Waldhorn and Arthur Zeiger, English Made Simple. Upa and Co.
- Gunashekar ed. A Foundation English Course for Undergraduates. Book I, CIEFL, Hyderabad.
- Quirk and Greenbaum: A University Grammar of English Longman, 1973

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नोट : 36 से कम अंक लाने पर छात्रों को उत्तीर्ण नहीं किया जायेगा। इस प्रश्न-पत्र में प्राप्त अंकों को श्रेणी निर्धारण हेतु नहीं जोड़ा जायेगा।

अंक विभाजन - प्रश्न पत्र में दो भाग होंगे - 1. साहित्य खण्ड एवं 2. व्याकरण खण्ड। साहित्य खण्ड में दो भाग होंगे - गद्य भाग एवं पद्य भाग। प्रत्येक खण्ड के लिए 50 अंक निर्धारित है।

		60 अंक
क	दो व्याख्या पद्य से (प्रत्येक में विकल्प देना है)	5 x 2 = 10 अंक
ख	दो व्याख्या गद्य से (प्रत्येक में विकल्प देना है)	5 x 2 = 10 अंक
ग	आलोचनात्मक प्रश्न पद्य से (विकल्प देना है)	7½ x 2 = 15 अंक
घ	आलोचनात्मक प्रश्न गद्य से (विकल्प देना है)	7½ x 2 = 15 अंक

साहित्य खण्ड - 'क' :- गद्य-पद्य की निर्धारित रचनाएँ
गद्य भाग -

1. कहानी - प्रेमचन्द - बड़े भाई साहब
विजयदान देथा - सिकंदर और कौआ
2. संस्मरण - कन्हैयालाल मिश्र 'प्रभाकर' - बयालिस के ज्वार की उन लहरों में
3. रेखाचित्र - रामवृक्ष बेनीपुरी- रजिया
4. विज्ञान - गुणाकर मुले - शनि सबसे सुन्दर ग्रह
5. निबंध - अगरचन्द नाहटा - राजस्थान की सांस्कृतिक धरोहर
6. व्यंग्य - शरद जोशी - जीप पर सवार इल्लियॉ
7. पर्यावरण - अनुपम मिश्र - आज भी खरे हैं तालाब

पद्य भाग :- (कबीर ग्रंथावली से सं. - श्यामसुंदर दास)

1. कबीर - साखी सं. - गुरुदेव को अंग - 7,12,26,30
सुमरन को अंग - 10,17,24,26
विरह को अंग - 2,6,10,18
2. सूरदास सूरसागर सार - सं. डॉ. धीरेन्द्र वर्मा
- विनय भक्ति पद सं. - 21,33
- गोकुल लीला पद सं. - 55,58
- वृंदावन लीला पद सं. - 10,28
- उद्धव संदेश पद सं. - 77,79
3. तुलसीदास - विनय पत्रिका, गीताप्रेस, गोरखपुर पद सं. - 87,88,90,156,158
4. मीरां - पदावली सं. - नरोत्तम स्वामी पद सं. - 1,3,4,5,10
5. रहीम - रहीम ग्रंथावली संपादक विद्यानिवास मिश्र, गोविन्द रजनीश
(दस दोहे) 186,191,211,212,214,218,219,220,223,224
6. मैथिलीशरण गुप्त - मनुष्यता, हम राज्य लिए मरते हैं (गीत-साकेत के नवम सर्ग से)
7. सुमित्रानंदन पंत : - नौका विहार
8. सूर्यकान्त त्रिपाठी निराला - वह तोड़ती पत्थर
9. सच्चिदानंद हीरानंद वात्स्यायन 'अज्ञेय' - हिरोशिमा
10. रामधारी सिंह दिनकर : - विपथगा, समर शेष है

खण्ड - 'ख'

व्याकरण/व्यावहारिक हिन्दी खण्ड

		50 अंक
1. निबन्ध लेखन	-	शब्द सीमा 300 शब्द 8 अंक
2. कार्यालयी लेख	-	शासकीय - अर्द्धशासकीय पत्र, कार्यालय ज्ञापन, विज्ञप्ति एवं कार्यालय आदेश, अधिसूचना, पृष्ठांकन 4 x 2 = 8 अंक
3. संक्षेपण	-	4 अंक
4. पल्लवन	-	4 अंक
5. शब्द निर्माण प्रविधि	-	उपसर्ग, प्रत्यय, संधि, समास 5 अंक
6. शब्द शुद्धि एवं वाक्य शुद्धि	-	5 अंक
7. मुहावरे एवं लोकोक्ति	-	5 अंक
8. पारिभाषिक शब्दावली	-	5 अंक
9. शब्द के प्रकार	-	संज्ञा, सर्वनाम, विशेषण, क्रिया एवं क्रिया विशेषण 5 अंक

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3. COMPULSORY PAPER OF ENVIRONMENTAL STUDIES

Compulsory in I Year for all streams at undergraduate level

Scheme of examination

Time	Min Marks	Max. Marks
3 hrs	36	100

This paper will contain 100 multiple choice questions. Each question will carry 1 mark.

Students should be encouraged to visit places of Environmental Importance including Natural and Manmade Habitat.

Note:

1. The marks secured in this paper shall not be counted in awarding the division to a candidate.
2. The candidates will have to clear this compulsory paper in three chances.
3. Non-appearing or absence in the examination of compulsory paper will be counted as a chance.

Unit.1: The Multidisciplinary nature of environmental studies

Definition, scope and importance- Relationship between Environmental Studies and other branches of science and social sciences.

Need for Environmental awareness, Environmental education in present day context.

Unit.2: Natural Resources and Challenges

Natural resources and associated problems, Classification of resources: renewable resources, non renewable resources, classes of earth resources, resources regions: Definition and criteria, resource conservation.

Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people.

Water resources: Use and over-utilization of surface and groundwater, floods, drought conflicts over water, dams-benefits and problems.

Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

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e. Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticides problems, water logging, salinity, case studies.

f. Energy resources: Growing energy need, renewable and nonrenewable energy sources, use of alternate energy sources. Case studies.

g. Land resources: Land as a resource, Land degradation man induced Landslides, soil erosion and desertification.

- Role of an individual in conservation of natural resources.
- Equitable use of resources for sustainable lifestyles.

Unit 3: Ecosystems, Concepts, Structure, Functions and Types

- Concept of an ecosystem
- Structure and function of an ecosystem
- Producers, consumers and decomposers
- Energy flow in the ecosystem
- Ecological succession
- Food chains, food webs and ecological pyramids
- Introduction, types characteristics features, structure and function of the following ecosystem:
 - a. Forest ecosystem, Tropical Temperate and Alpine Ecosystem
 - b. Grassland ecosystem and Their Types
 - c. Desert ecosystem with emphasis on Thar Desert
 - d. Aquatic ecosystems(ponds, streams, lakes, rivers, oceans, estuaries) and Wet Lands

Unit 4: Biodiversity and its conservation

- Introduction –Definition, genetic, species and ecosystem diversity
- Biogeographically classification of India
- Value of biodiversity :consumptive use, productive use, social ethical, aesthetic and option values
- Biodiversity at global, National and local level
- India as a mega-diversity nation
- Hot-spot of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts
- Endangered, Threatened and endemic species of India
- Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity
- Red Data Book

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Unit 5 : Environmental Pollution and Control Measures

Definition

- Causes, effects and control measures of:
- Air Pollution
 - Water Pollution
 - Soil Pollution
 - Marine Pollution
 - Noise Pollution
 - Thermal Pollution
 - Nuclear Hazards

- Solid waste management Causes, effects and control measures of urban and industrial wastes
- Role of an individual in prevention of pollution
- Pollution case studies
- Disaster management: floods earthquake, cyclone and landslides

Unit 6 : Social issues, Environment, Laws and Sustainability

- From Unsustainable to Sustainable development
- Urban problems related to energy
- Water conservation, rain water harvesting, watershed management
- Resettlement and rehabilitation of people; its problems and concerns. Case studies
- Environmental ethics: Issues and possible solution.
- Climate change, global warming, acid rain ozone layer depletion, nuclear accidents and holocaust. Case studies
- Wasteland reclamation.
- Consumerism and waste product.
- Environmental Protection Act.
- Air (Prevention and Control of Pollution) Act
- Wild life protection Act
- Forest Conservation Act
- Biological Diversity Act
- Issues involved in enforcement of environmental legislation
- Public Awareness.

Unit 7: Human Population and the Environment

- Population growth, variation among nations
- Population explosion-Family Welfare Programme
- Environment and Human health
- Human Rights
- Value Education
- HIV/AIDS
- Women and Child Welfare
- Role of Information Technology in Environment and human health
- Case Studies

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Suggested Readings:-

1. Chauhan, Surendra Singh. 2001. Biodiversity, Biopiracy and Biopolitics: The Global Perspectives, Kalinga Publications, New Delhi.
2. Chauhan, Surendra Singh. 2004. Environmental Protection and Management: From Stockholm to Rio and After, Kalinga Publications, New Delhi.
3. Diwan A.P. and Arora D.K.1995. Human Ecology Anmol Publication Pvt.Ltd.,New Delhi.
4. Dubey, R.M.1992. Human Ecology and Environmental Education,Chaugh Publications,Allahabad.
5. Goudie,Andrew.The Human Impact.
6. Husain Maxia.1994 Human Geography,Rawat Publication,Jaipur.
7. Johnston, R.J.Ed.1986 Dictionary of Human geography,National Publication,New Delhi.
8. Malik,S.L.and Bhattacharya D.K.1986. Aspects of Human Ecology,Northern Book Center,New Delhi.
9. Mishra,R.P and Bhooshan,B.S.1979.Human Settlements in Asia.Public,Polices and programmes Haritage publisher,New Delhi.
- 10.Nathawat, G.S.1985. Human Ecology,An Indian perspective,Indian Human Ecology Council,Jaipur.
- 11.Russel, Bartrand, 1976.Impact of Science of society Unwin,Publisher,Indian. (paper back).
- 12.Sinha Rajiv, 1996.Gloobal Biodiversity Ina.,Shri publication,Jaipur.
- 13.Sinha Rajiv K., 1994. Development without Desertrction
- 14.Environmentalist,Jaipur. Sinha Rajiv K., 1996.Environmental Crises and Human at Risk,In A Shri Publication,Jaipur.
- 15.Smith, Dlanne, 1984.Urban Ecology,George Allen,London.
- 16.Swarnkar, R.C.1985.Indian Tribes.Printwell publisher,Jaipur.
- 17.Tivy,Joy and O'Hugegreg,1985.Human Impact on the Ecosystem Edinburgh George Allen Boyd.
- 18.United Nations Development Report, 1996.Human Development Report, 1996.Oxford University Press,Delhi.
- 19.Vannathony & Rogers Paul, 1974. Human Ecology and World Development,Flehum Press,New York.

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4. Syllabus of Elementary Computer Applications

Work load : Teaching 2 hours per week
Practical 2 hours per week

Max Marks: 100 (Main University Exam: Theory -60 Marks, Practical- 40 Marks)

Each candidate has to pass in Theory and Practical Examinations separately.

Main University Examination : Question pattern for Theory Paper

Max Marks: 60

Part – I (very short answer) consists 10 questions of one marks each with two questions from each unit. Maximum limit for each question is up to 20 words.

Part – II (short answer) consists 5 questions of two marks each with one question from each unit. Maximum limit for each question is up to 40 words.

Part – III (Long answer) consists 5 questions of eight marks each with one question from each unit with internal choice. Maximum limit for each question is up to 400 words.

Unit – I

Introduction to Information Technology, evolution and generation of computers, type of computers, micro, mini, mainframe and super computer. Architecture of a computer system: CPU, ALU, Memory (RAM, ROM families) cache memory, input/output devices, pointing devices.

Concept of Operating system, need types of operating systems, batch, single user, multi-processing, distributed and timeshared operating systems, Introduction to Unix, Linux, Windows, Windows NT. Programming languages – Low level and high level languages, generation of languages, 3 GL and 4 GL languages, Graphic User Interfaces.

Unit – II

Word Processing Tool - Introduction, Creating, Saving, Copy, Move and Delete, Checking Spelling and Grammar, Page Layout, interface, toolbars, ruler, menus, keyboard shortcut, editing, Text Formatting, insert headers and footers, Bullets and Numbering, Find and Replace etc., Insert Table and Picture, Macro, Mail Merge.

Power Point: Creating and viewing a presentation, managing Slide Shows, navigating through a presentation, using hyperlinks, advanced navigation with action setting and action buttons, organizing formats with Master Slides, applying and modifying designs, adding graphics, multimedia and special effects.

Unit – III

Electronic Spreadsheet - Worksheet basics, Create, save and open a worksheet, Entering data, text, numbers and formula in a worksheet, Inserting and deleting cells, cell formatting, inserting rows and columns in a worksheet, formatting worksheets, Using various formulae and inbuilt functions, Update worksheets using special tools like spell check and auto-correct the page

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and margins of worksheets for printing, Format the data in the worksheet globally or selectively, creating charts, Enhance worksheets using charts, multiple worksheets-concepts

Unit – IV

The Internet - History and Functions of the Internet, Working with Internet, Web Browsers, World Wide Web, Uniform Resource Locator and Domain Names, Uses of Internet, Search for Information, Email, Chatting, Instant messenger services, News, Group, Teleconferencing, Video-Conferencing, E-Commerce and M-Commerce.

Manage an E-mail Account, E-mail Address, configure E-mail Account, log to an E-mail, Receive E-mail, Sending mails, sending files an attachments and Address Book, Downloading Files, online form filling, E-Services - E-Banking and E-Learning.

Unit - V

Social, Ethical and Legal Matters - Effects on the way we: Work Socialise, Operate in other areas, Cyber crime, Prevention of crime, Cyber law: Indian IT Act, Intellectual property, Software piracy, Copyright and Patent, Software licensing, Proprietary software, Free and Open source software.

Network Security - Risk assessment and security measures, Assets and types (data, applications, system and network), Security threats and attacks (passive, active); types and effects (e.g. Identity theft, denial of services, computer virus etc.), Security issues and security measures (Firewalls, encryption/decryption), Prevention.

Question Paper pattern for Main University Practical Examination

Max Marks: 40



Practical

The practical exercises will be designed to help in the understanding of concepts of computer and the utilization in the areas outlined in the theory syllabus. The emphasis should be on practical usage rather than on theoretical concepts only.

The practical examination scheme should be as follows --

- Three Practical Exercise (including Attendance & Record performance) 30 marks
 - Operating system
 - MS Word
 - MS Excel
 - MS Power Point
 - Internet
- Viva-voce 10 marks

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Core Paper-1

JD-101:History of Art & Design (Theory)

Max. M: 100

Min.P. M:36

Aim

The aim of this unit is to encourage an understanding of the social, psychological, cultural, historical and commercial factors which underpin all visual arts theory and practice across the spectrum of subject specialism's.

Learning outcomes

- Understand influences on art and design activities and outcomes through the interpretation and analysis of information
- Be able to assess, interpret and evaluate information
- Be able to evaluate and present conclusions.

Course content

Unit-I: Influences of Art and Design Movements, Cubism, Dadism, Surrealism

Unit-II: Abstract Expressionism, Minimalism, Pop Art, Renaissance, Baroque, Bauhaus, Rococco,

Unit-III: Art Nouveau, Futurism, Impressionism and Post Impressionism,

Unit-IV: Arts and Crafts, Gothic, Historical Art and Design Developments,

Unit-V: Contemporary Art and Design Developments.

Reference

1. R. Nath, (1976) History of Decorative Art in Mughal Architecture, Motilal Banarasidas, Delhi.
2. Ureybee, O. Andrew, (1997) Culture and Technology, UNESCO, Paris
3. Bayer, Patricia, (1990) Art Deco Interiors, Thames and Hudson, Delhi
4. Hartt, Frederlak, (1989) Art: History of Painting, Sculpture, and Architecture, Prentice Hall, NJ
5. Sivarama murthy, (1997), Art of India, Marry N Abrams, NY

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6. Nath R, (1980), Art of Khajuraho, Abinav Publications, Delhi.

Core Paper-2

JD-102:Fundamental of Design (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

To make students see, make and appreciate the basic design concepts. The first level includes the vocabulary of design and principles of composition. This level includes 3D composition and study of Volumes.

Learning Outcome

- Student will be able to understand basics of design concepts.
- Student will be able to understand design & principles of composition & 3D compositions.

Course Contents

Unit I:Elements of design, Textures and patterns in design,

Unit II:colour basics, colour theory, colour schemes,

Unit III:isometry in design,

Unit IV:Nature drawing, Human figure drawing, object drawing,

Unit V:2D geometry, 2D mark making techniques, 2D visual communication techniques, Use of formal elements in 2D visual communication, 3D geometry, 3D making techniques, Communicating design ideas using 3D making techniques, Use of formal elements in 3D visual communication.

Reference

1. Broome, Gerald F., (1974), Elements of Design: Space, Davis Publications Inc. Worcester, Massachusetts.
2. Bruce D. Kurty, (1987), Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
3. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Shaw Publishing Co.
4. Richard Rochan, Herald Linton, (1989), Colour in Architectural Illustration, Van Nostrand Reinhold.
5. Robert W. Gill, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.

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6. Wong Wucius, (1977), Principles of three dimensional Design, Van Nostrand Reinhold, NY.
7. Wong Wucius, (1977), Principles of two dimensional Design, Van Nostrand Reinhold, NY.
8. Hanlon, Don. (2009), Compositions in architecture, John Wiley & Sons.
9. Saraswati Bidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Centre for the Arts.
10. Bruce. D. Kurty (1987) Visual imagination- An introduction of Art, Prentice Hall, New Jersey.
11. Gill, Robert W, (1984), Manual of Rendering in pen and ink, Thames and Hudson, London.
12. Harh, Fredrick, (1976) Art: A History Painting, Sculpture and Architecture, HN Abrama, NY
13. Hayashi Studio, (1994) Water Colour Rendering, Graphic-Sha Publishing Co., Ltd.
14. Hanlon, Don, (2009) Compositions in Architecture, John Wiley & Sons.
15. Saraswati, BAidyanath, (2001), The nature of man and culture: alternative paradigms in anthropology, Indira Gandhi National Center for the Arts.
16. Brown Tim, (2009), Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, Harper Collins.

Core Paper-3

JD-103: Visualization & Drawing Techniques (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

The aim of this course is to understand the method of visualizing and drawing from nature, cast and product drawing.

Learning Outcome

- Student will be able to understand the methods & techniques of visualization & drawing.
- The student would be exposed to appreciation of drawing different products.

Course Contents

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Understand the techniques of drawing such as pen and ink sketching; pencil sketching; pencil colour sketching etc., for drawings from nature, cast and product drawings; method of representing positive and negative spaces; light and dark tones etc. The students would.

Reference

- Broomer F. Gerald, (1974), Elements of Design, Space, Davis Publications Inc., Worcester, Massachusetts.
- Dodson B., (1990), Keys to Drawing, North Light Publications, Cincinnati.
- Mark W., Mary W. (1999), Drawing for Absolute Beginner, F&W Publications, Cincinnati.
- Davis M.L. (1996), Visual Design in Dress, Prentice Hall, Canada.
- Graves M., (1951). The Art of Colour and Design, McGraw-Hill Book Company

Core Paper-4

JD-104: Material Studies (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

Learners will be introduced to a brief history and introduction to 3D materials, tools and processes and made aware of the range of possibilities of different materials in their 2D and 3D application to design. This may be done through lectures / ppt presentations / swatches/ samples.

Learning Outcome

- Student will be able to understand the properties of different material.
- Student will be able to understand the techniques, process terminology and tools of materials.

Course Contents

Material exposure could range from paper, fabrics, glass, metals, metal foils, plastics, acrylic, rubber, wood- natural/manmade, foam, Styrofoam, sponge, leather, rexine, clay, plaster of paris, adhesives etc.

Techniques, Process terminology and Tools can cover a range of methods like – cutting, sawing, carving, cutting, welding, drilling, joinery, polishing, constructions, mould making, modeling, casting, gluing, stitching, embroidery, weaving, tying, dying, surface embellishments and manual and mechanical tools used for such explorations.

Reference

- Building material Author Mr. G. C. Sahu & Joy Gopal.
- Building material Author Bhavi Kitti.

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- Weaving reference books of Textile Technology
- Maria Dolores Ros Frijola, The Art & Craft of Ceramics

Core Paper -5

JD-105:Design Principles (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

The aim of this unit is to enable learners to develop knowledge and understanding of the issues that have informed debate on the purposes and processes of design.

Learning outcomes

- Understand the relationship between form and function
- Understand the principles of cultural and contextual association
- Be able to develop concepts through the exploration of materials, techniques and processes
- Be able to develop concepts by the analysis of the needs of end-users.

Unit content

Harmony, Contrast, Proportion, Scale, Rhythm, Balance, Emphasis, study of Artists, study of Architects, study of Designers, Textures and Finishes of Hard Material, Textures and Finishes of Soft Material, Nature Photography, Product Photography, Aesthetics, Signs and Symbols, Packaging, Branding & Copywriting.

Reference

1. Janice Greenberg Ellinwood, (2010) Fashion by Design, Fairchild Publications.
2. L. Borelli, (2007) Fashion Illustration by Fashion Designers Chronicle Books Ltd., US
3. C. Tatham, J. Seaman, (2007) Fashion Design Drawing Course, Barron's Educational Series.
4. Karl Aspeclund, (2010) The Design Process, Fairchild Publications.
5. Tracy Jennings, (2011) Creativity in Fashion Design: An inspiration Workbook, Fairchild Publications.
6. GJ. Sumathi (2002) Elements of Fashion and Apparel Design, New Age International Publications.

Core Paper-6

JD-106:Design Method (Practical)

Internal Max. M: 40
Internal Min.P. M: 16

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External Max. M: 60

External Min M: 24

Aim

This unit aims to give learners opportunities to develop skills and knowledge in the development of new products or services in design pathways.

Learning outcomes

- 1 Know the phases of the design development cycle
- 2 Be able to plan a project using the design development cycle
- 3 Be able to use imagination and innovation in the development of a product
- 4 Be able to propose design improvements to the production process.

Unit content

Writing Design Brief, Developing Ideas, Developing through Experimentation, Reviewing and Evaluating Ideas in Progress, Specialist Materials, Equipments and Techniques, Presenting Work, Developmental Work, Strength and Weakness, Researching on Ideas, Ways of Gathering Ideas, Mind Mapping, Mood Boards, Recording Ideas for the Development Stage, Using Planning Skills, Prototyping, Purpose of an Art and Design Portfolio, Different types of Portfolio, present an art and design portfolio.

Reference

- How Fashion Works by Gavin Waddell Blackwell
- Francis D. Ching – Design Drawing Publisher Weley
- Thomas E., French. Graphics Science & Design

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Distribution of Marks

B. Des.-Jewellery Design Foundation Part-II

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max.M.	External Max.M.	Internal Min.P.M.	External Min.P.M.		
JD-01: Fundamental Theory of Jewellery Design and Context	100		36		3 Hrs.	100
JD-202: Properties of 3D Materials	100		36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Max.M.	Internal Min.P.M.	External Min.P.M.		
JD-203:Jewellery Sketching, Rendering and	40	60	16	24	6 Hrs.	100

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Manufacturing						
JD-204: Jewellery Accessories & Body Adornment - Gold Jewellery Design Project	40	60	16	24	6Hrs.	100
JD-205: Project Design (Diamond Jewellery Design Project)	40	60	16	24	6 Hrs.	100
JD-206: Computer Aided Jewellery Design-(Coral Draw)	40	60	16	24	6 Hrs.	100

Core Paper-1

JD-201: Fundamental Theory of Jewellery Design and Context (Theory)

Max. M: 100

Min.P. M: 36

Aim

The aim of this unit is to extend knowledge and understanding of the research, analysis and application of historical and contextual skills to a selected field of study. Establish clear link between art, craft and design movements and how they have impacted Jewellery. Know various periods, time zones and prevailing socio-cultural conditions impacted the transition and development of Jewellery. Understand that the happenings in a society at a given period of time and the major events lead to the development of art, craft and design.

Unit Content

History of INDIAN Jewellery

Unit I: History of ornamentation- Indus Valley civilization,

Unit II: Different Periods - Mauryan, Sunga, Gupta, Kushan, Chandella, Mughal, Temple Jewellery of South India, Tribal Jewellery, The Craft of Jewellery Making.

Theory of Jewellery Design & Context

Unit III: Introduction to Art, Craft & Design Movements – Pre Historic Era, Ancient Civilizations, Classical Civilizations etc.,

Unit IV: Significance of Art, Craft & Design Movements on Jewellery – Victorian Period, Arts & Crafts Movements, Art Nouveau, Edwardian Period, Art Deco, Renaissance etc., Impact of Art, Craft & Design Movements on Jewellery,

Unit V: Evolution of Jewellery – Pre Civilization, Growth of Civilization, The Middle Ages, The Industrial Period, Present Day, Jewellery Trends & Forecast.

Learning Outcome

- Understand the historical evolution and visual characteristics of the work of artists and designers

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- Understand and apply appropriate methods of research and analysis
- Be able to apply the influences of historical, contemporary and contextual factors to own practice
- Be able to synthesize research and present a professional and personal written study.
- This unit would have helped you gain /develop a perspective on key attributes and features of art movements.

References:

- <http://www.erasofelegance.com/history/georgian.html>
- <http://www.modernsilver.com/artnouveau deco.html>
- <http://www.victorianweb.org/art/design/craftintro.html>
- Indian jewellery (book)- M. L. Nigam

Core Paper-2

JD-202: Properties of 3D Materials-I (Theory)

Max. M: 100

Min.P. M: 40

Aim

This unit aims to develop learners' skills and understanding common to the broad area of 3D design and the potential design implications of selected materials. In this unit learner will know about definition, value of gemstone, classification and types, Geological occurrences, formation, origin, mining and methods, history and folklore, introduction to physical properties. Characteristics and classification, ores, metal groups-ferrous, non-ferrous, alloys, mining and techniques-surface mining, subsurface mining and types.

In this unit learner will know about the techniques practiced in getting a final 3d product. Cutting and shaping of different types of gemstones and metals, with maintaining the quality and standards.

GEMMOLOGY - I

Unit I: Classification of Gemstones, Visual Observation, Crystallography, Physical Properties, Optical Properties, Organic Gemstones, Synthesis, Synthetics, Imitation & Composite, Enhancement.

Unit II: Gem Species 1.4 to 1.6, Gem Species 1.6 to 1.8, Gem Species Over 1.80, Gem Stone Processing Cabs: (Shapes) (Sawing, Shaping, Doping, Polishing), Gem Stone Processing Cut Stones (Shapes) (Sawing, Shaping, Doping, Cutting & Polishing),

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METALLURGY-I

Unit III: Characteristics and Classification, Ores, Metal Groups-Ferrous, Non-Ferrous, Alloys,

Unit IV: Mining and Techniques-Surface Mining, Subsurface Mining and types, Basic Techniques of Jewellery Making- Measurement, Layout, Sawing, Drilling, Filing etc.

Unit V: Precious Metals and their Mining, Methods of Refinement & Recovery, Application in Jewellery, Quality Control –Lowering or Raising Metal Quality, Hallmarking, Standard Weights and Measures.

Learning outcomes

- Be able to understand about quality certification and hallmarking.
- Be able to understand how to cut and shape cabochon and cut gemstones.
- Understand and apply the characteristics of 3D materials
- Be able to practically investigate 3D materials
- Be able to demonstrate the use of 3D materials in specific contexts
- Understand how to use 3D materials to meet intentions.

References

- Hall, Cally (2000) *Gemstones*. Dorling Kindersley, London; New York.
- Anderson, Basil W., and James Payne. (1998) *The Spectroscope and Gemmology*.
- Gem Stone Press, Woodstock, VT.
- Campbell Pedersen, Maggie. (2010) *Gem and Ornamental Materials of Organic Origin*. NAG Press, London.
- *Gem Reference Guide* (1993). Gemological Institute of America, Santa Monica, CA.
- *Materials Science and Engineering : An Introduction* by W.D. Callister
- *Physical Metallurgy Principles* by R. Abbaschian and R.E. Reed Hill
- *Introduction to Materials Science for Engineers* by James F. Shackelford
- Davies, Gordon. (1984) *Diamond*. A. Hilger, Bristol.
- Field, J.E., ed. (1992) *Properties of natural and synthetic diamond*. Academic Press, London, New York.
- *Gems: Their Sources, Description and Identification*. (2006) 6th Ed. by Michael O'Donoghue. Butterworth-Heinemann, Boston.
- Hall, Cally (2000) *Gemstones*. Dorling Kindersley, London; New York.
- O'Donoghue, Michael and Louise Joyner. (2003) *Identification of gemstones*. Butterworth Heinemann, Oxford.
- *Powder Metallurgy : Science, Tech & Materials* PB (English), ANISH UPADHYAYA ; GOPAL SHANKAR, 2010, ORIENT BLACKSWAN PVT LTD.-NEW DELHI
- *Metallurgical Thermodynamics Kinetics and Numericals* PB (English) 1st Edition, Dutta S K, 2011, S. CHAND & COMPANY LTD-NEW DELHI
- *Phase Transformations in Metals and Alloys* (English) 3rd Edition, Sherif, Easterling, Porter, 2009, CRC Pr I Llc.

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Core Paper-3

JD-203: Jewellery Sketching, Rendering and manufacturing (Practical)

Internal Max. M: 40

Internal Min.P. M: 16

External Max. M: 60

External Min M: 24

Aim

Learn to choose when to use a specific tool while designing and drawing so that you can speed up and bring industry accepted quality in your design. Represent different cuts and shapes of stones (faceted & cabochon). Know different types of settings and their representation on paper. Understand different types of chains and how to render them. Render different metal surfaces and forms and shadow formation, Rendering of faceted and cabochon stones, beads and drops. Convert and represent different types of surfaces and finishes, shading three dimensional surfaces and translate a two-dimensional surface into three dimensional form. This unit aims to develop learners' practical skills and understanding when working with light metals and in translating designs into 3D outcomes.

Unit content

Materials for drawing, Color Rendering (Basic Rendering Technique), Gemstone (Drawing of Faceted Stones, Colour and Rendering of Faceted Stones), Metal forms (Representation of Metal Colours, Types of Textures & Decoration), Settings (Representation of different types of Settings), Chain, Clasps and its representation (Types of Chain, Representation of Chain, Types of Clasps, Representation of Clasps), Freehand Drawing Techniques, Orthographic Representation, Perspective Drawing.

Jewellery Making - A Brief History, Work Space & Tools, Materials used in Jewellery Industry (Pre Civilization Era, Growth of Civilization, Metals, Gem Stones, Natural Material, Man Made Material, Other Material used in Jewellery Making), Techniques & Technology used in Jewellery Industry (Basic Techniques of Jewellery Manufacturing, Jewellery Product Making - Sawing, Piercing, Filling, Milling, Process on Sheet Metal - Repoussage, Chasing, Stamping, Stretching, Embossing, Blanking, Processes with wire - Chains, Draw plates, Cross section), Surface Decoration & Ornamentation Techniques (Engraving, Scoring, Chip Carving, Metal Inlay, Etching, Granulation, Enameling), Texturing Metal, Jewellery Making & Manufacturing Techniques (Soldering, Findings, Stone Settings), Jewellery Manufacturing Techniques of Different Metals & Materials (Pickle, Fusion, Fusing), Production Process (Casting), Cad Cam Technology.

Learning Outcome

- This unit has introduced you with the basic information about the tools and materials and their use. After understanding their use their application will become very easy to design jeweler and master the skills.

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- After going through this unit you have learnt about the different metal surfaces and their representation in addition you have learnt to observe various textures around you and their used in Jewellery.
- You learnt about the Gems stones their drawing, shading and rendering. This will be helpful for you to identity different cuts, shapes and varieties in the gem stones. This unit has given you the complete idea of representation of different settings in a Jewellery piece. This unit gives you an exposure to the types of chains and the different types of closing mechanisms used in Jewellery.
- You have learnt metal rendering techniques and identifying the different metal colors.
- Understand the characteristics of light metals
- Be able to develop designs and communicate ideas
- Be able to use construction and finishing techniques to produce 3D outcomes
- 4 Be able to employ professional practice when working with light metals.

References

- www.gemstonejewellerydesigns.co.uk
- www.angara.com
- www.jewellerygemstone.com
- www.cutting-mats.net/2634.html
- Untracht, Oppi. (1982) *Jewelry concepts and technology*. Doubleday & Co., Garden City, N.Y.
- Hoke, C. M. (1940) *Refining precious metal wastes: gold – silver – platinum metals, a handbook for the jeweler, dentist and small refiner*. Metallurgical Publishing Co., New York.
- Loosli, Fritz, Herbert Merz and Alexander Schaffner. (1982) *Practical jewelry making*. Berne, UBOS/SCRIPTAR, Switzerland.
- McCreight, Tim. (1997) *Jewelry: fundamentals of metalsmithing*. Hand Books Press, Madison, WI.
- Revere, Alan. (2011) *Professional jewelry making: a contemporary guide to traditional jewelry techniques*. Brynmorgen Press, Brunswick, ME.

Core Paper-4

JD-204: Jewellery Accessories & Body Adornment - Gold Jewellery Design Project (Practical)

Internal Max. M: 40

Internal Min.P. M: 16

External Max. M: 60

External Min M: 24

Aim

The aim of this unit is to enable learners to explore the decorative and aesthetic potential of Jewellery, accessories and body adornment to inform innovative outcomes. To make the student familiar with Indian Goldsmithing techniques so that the student can understand the new possibilities in this area. To make clear 3D concept of the jewellery and controlling Gold

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weight Understanding of traditional and contemporary Goldsmithing. Understanding the technique through practical demonstration. Understanding the process of traditional Gold jewellery in India. A comparative analysis of the past Gold Jewelry products as compared to the present. Range development using traditional techniques of Goldsmithing according to jewellery trends and forecast

Unit content

History of Gold Jewellery in India, Analyzing Contemporary Gold Jewellery Trends in India, Traditional Indian Gold Smithing techniques, Gold Appraisal, Market Identification, Culture board, Jewellery board, Client board, Mood board, Inspiration board, Conceptualization and Form Generation, Final Design Development, Prototype Development, Portfolio.

Learning outcomes

- Understand the visual, tactile and decorative characteristics of jewellery materials
- Be able to create a portfolio of development work
- Be able to respond to design requirements
- Understand professional practice in jewellery making.
- On the completion of this task student will be able to prepare Jewellery Board, Client Board, Inspiration Board, Mood Board, Inspiration board, Conceptualization and Form Generation, Final Design Development, Prototype Development & Portfolio.

References

- www.worldgoldcouncil.com
- www.vogueindia.com
- www.tanishq.com
- www.reliancejewels.com
- www.damas.com
- www.lazude.com
- www.vendorafa.com
- www.joyalukas.com

Core Paper-5

JD-205:Project Design (Diamond Jewellery)(Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

To develop learners' skills of independent enquiry by undertaking a sustained investigation of direct relevance to their vocational, academic and professional development. Understanding of

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diamond and different markets of diamond jewellery and their use so that student can use his knowledge for industry demand. Basic knowledge of materials used in Jewellery with understanding of how to apply them on paper.

Unit content

Diamond Studies (History, Occurrence, Mining, Trade), Analyzing Global Diamond Jewellery Brands, Analyzing Indian Diamond Jewellery Brands, Diamond Jewellery Manufacturing process, Diamond Jewellery Trend & Forecast, Market identification, Culture board, Jewellery board, Client board, Mood board, Inspiration board, Conceptualization & Form Generation, Final Design Development, Cost assessment techniques, Prototype Development, Packaging, Portfolio.

Learning outcomes

- Be able to formulate a project
- Be able to implement the project within agreed procedures and to specification
- Be able to evaluate the project outcomes
- Be able to present the project outcomes.
- On the completion of this task student will be able to prepare Jewellery Board, Client Board, Inspiration Board, Mood Board, Inspiration board, Conceptualization and Form Generation, Final Design Development, Prototype Development & Portfolio.

References

- www.gitanjalilifestyle.com
- www.google.com
- www.youtube.com
- www.ddmas.com
- www.debeers.com
- www.tanishq.com
- www.chopard.com
- www.chanel.com

Core Paper-6

JD-206: Computer Aided Jewellery Design –(Coral Draw)(Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

In this module you will learn how to Convert Manual Design in Digital Form through Corel with Exact measurement. In this module You will learn creating variation and Orthography concept. And Also Learn applying 3d rendering Effect by Photoshop project.

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Unit Content

Corel Draw, Photoshop, Creating & Editing 3-D Images, Introduction to Corel Draw, Drawing & Shaping Objects, Transforming Objects, Corel Draw Effects, Working with Layer, Creating Shapes & Painting, Concept of Orthography by Corel, Gold Color Creation, Stone Setting, Color & Element Variation, 3D Rendering.

Learning Outcome

- The student will be able to make more than one Appropriate Variation compared to original.
- The student will be able to learn Exact Orthography.
- The student will be able to apply 3D Rendering object.
- The student will be able to learn how to save Sampling Cost.

References

- <http://product.corel.com/help/CorelDRAW/540229932/Main/EN/User-Guide/CorelDRAW-X7.pdf>
- <http://howto.corel.com/>
- http://www.insidegraphics.com/corel_basics/corel_draw_guidelines.asp

(YEAR-3)

Distribution of Marks

B. Des.-Jewellery Design Foundation Part-III

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
	Internal Max.M.	External Max. M.	Internal Min.P.M.	External Min.P. M.		
JD-301:Contemporary Enameling	100		36		3 Hrs.	100
JD-302:Jewellery Design Marketing	100		36		3 Hrs.	100
Subject –Practical	Internal Max.M.	External Max. M.	Internal Min.P.M.	External Min.P. M.		
JD-303:Product Design (Traditional Jewellery Kundan Meena)	40	60	16	24	6 Hrs.	100
JD-304:Contemporary Enameling	20	30	8	12	4 Hrs.	50

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JD-305:Design Project (Couture Jewellery)	40	60	16	24	6 Hrs.	100
JD-306:Specialist 3D Technology and Processes (Jewel CAD)	40	60	16	24	6 Hrs.	100
JD-307 : Elective(Choose Any one) a. Product Photography b. Fashion Accessory c. Visual Merchandising d. E-Commerce for Product Life Style	20	30	08	12	4 Hrs.	50

Core Paper-1

JD-301:Contemporary Enameling (Theory)

Max.M: 100

Min.P.M:36

Aim

This unit aims to develop learners' skills and understanding of the manufacturing processes and applications of glass and the functional, decorative and aesthetic potential of glass in art and design.

Paper Content

Unit I:

- An introduction to enameling
- Materials equipment & supplies of used for enameling

Unit II:

- Preparation of enamels & metals
- Firing procedures
- Enameling technique Graffito and stencils

Unit III:

- Enameling technique Wet packing
- Enameling technique Threads and blobs
- Enameling technique Rendering with ceramic under glaze pencils

Unit IV:

- Enameling technique Limoges (painting) techniques

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- Enameling technique Cloisonné
- Alternative enamel application

Unit V:

- Color sample test panels
- Refining, finishing and mounting enamel

Learning outcomes

- Understand the visual, tactile and functional characteristics of glass and associated materials
- Be able to produce a portfolio of development work to meet creative intentions
- Be able to respond to design requirements
- Understand professional practice in working with glass and associated materials.

References

- www.vocationallearning.org.uk
- www.businesslink.gov.uk
- www.ccskills.org.uk
- www.creative-choices.co.uk
- Artist-kanaram lamrorb

Core Paper-2

JD-302:Jewellery Design Marketing (Theory)

Max.M: 100

Min.P.M:36

Aim

The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

Unit Content

Unit I:

- Jewellery Design Marketing
- Domestic Jewellery market,

Unit II:

- Export Jewellery market, Design driven market,
- Local regional and international brands.

Unit III:

- Quality standard & compliances
- Quality certification & hallmarking

Unit IV:

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- Intellectual property rights
- Family business approach / advantages and concerns

Unit V:

- Organized selling, mall culture and its impact on jeweler retail

Unit Outcome

- Be able to understand the process and documentation required for export
- Be able to understand the development of Jewellery in India
- Be able to understand dynamic and complex Environment of Jewellery market
- Be able to understand the trends and emergence of Jewellery brands and brand building

Core Paper-3

JD-303:Product Design (Traditional Jewellery Kundan Meena) (Practical)

Internal Max. M: 40

Internal Min.P. M: 16

External Max. M: 60

External Min M: 24

Aim

This unit will enable learners to understand the factors relevant to product design, and to develop skills in planning and producing prototypes. To make understand the contrasting difference between casted jewellery and traditional Kundan-Meena jeweler. Understanding of traditional and contemporary Kundan Meena. Understanding the technique through practical demonstration. Understanding the process of traditional jewellery class in India. A comparative analysis of the past Kundan Jadau work as compared to the present. Range development using Kundan Meena technique according to jewellery trends and forecast

Unit Content

History of Kundan Meena Jewellery in India, Analyzing Contemporary Kundan Meena Jewellery Trends in India, Traditional Kundan Meena Jewellery Manufacturing process, Market Identification, Culture board, Jewellery board, Client board, Mood board, Inspiration board, Conceptualization and Form Generation, Final Design Development, Cost assessment techniques, Prototype Development, Packaging, Portfolio.

Learning outcomes

- Understand the principles of Kundan Meena design
- 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.

References

- www.renelalique.com
- www.birdhichandghanshyamdassjewelry.com
- www.sunitashekhawat.com
- www.robertocoin.com

Core Paper-4

JD-304:Contemporary Enameling (Practical)

Internal Max. M: 20

External Max.P. M:30

Internal Min.P. M: 08

External Min.P. M:12

Aim

This unit aims to develop learners' skills and understanding of the manufacturing processes and applications of glass and the functional, decorative and aesthetic potential of glass in art and design.

Paper Content

Unit I:

- An introduction to enameling
- Materials equipment & supplies
- Preparation of enamels & metals
- Firing procedures

Unit II:

- Graffito and stencils
- Wet packing
- Threads and blobs
- Limoges (painting) techniques
- Rendering with ceramic under glaze pencils
- Cloisonné

Unit III:

- More on enameling
- Refining, finishing and mounting enamel
- Trouble Shooting
- Color sample test panels

Unit IV:

- Alternative enamel application

Learning outcomes

- Understand the visual, tactile and functional characteristics of glass and associated materials
- Be able to produce a portfolio of development work to meet creative intentions
- Be able to respond to design requirements
- Understand professional practice in working with glass and associated materials.

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References

- www.vocationallearning.org.uk
- www.businesslink.gov.uk
- www.ccskills.org.uk
- www.creative-choices.co.uk
- Artist-kanaram lamror
- Enameling on Metal (Hardcover) by Nuria Lopez-Ribalta

Core Paper-5

JD-305:Design Project (Couture Jewellery) (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

To expose the students to international 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

Unit Contents

Global Luxury Brands of Jewellery, Influence of Fashion in Luxury Jewellery Brands, Trends & Forecasting, Supply Chain Management, Branding, Packaging, Visual Merchandising, Case Study: Any luxury Jewellery Brand, Collection analysis, Market segmentation, Client Board, Mood Board, Inspiration Board, Design Development, Product Detailing, Prototyping, Portfolio.

Unit Outcome

- The student will be able to understand & analyze the International 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.

References

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

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- www.bvlgari.com
- www.carrerraycarrera.com

Core Paper-6

JD-306:Specialist 3D Technology and Processes (Jewel CAD) (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

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.

Unit Contents

Introduction to 3D & Jewel CAD, Surfacing, Stone Setting, Texture, Text Surfacing, Scooping, Creating Gallery & J-Bag, Gold Weight Controlling, Creating Human Figure in Jewel CAD, Converting in to dye format, Casting through CAD-CAM process.

Learning outcomes

- Understand use of specialist 3D technology and processes in chosen pathway
- Able to Gold Controlling.
- Able to Create Master Model & Rubber Dye.
- Be able to evaluate own work.

References

- JewelCAD jewelry design practical course, Wang Chenxu, Liu Yan,
- <http://www.jcadcam.com/frameset.php?content=product.php>

Core Paper-7

JD-308:Elective (Choose any one) – (Practical)

Internal Max. M: 20
External Max.P. M:30
Internal Min.P. M: 08
External Min.P. M:12

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a) Product Photography

Aim

This unit aims to develop learners' skills and understanding in Product Photography.

Learning Outcome

- a) Be able to use space and equipment
- b) Be able to use sets, lights and backgrounds.

Course Content

Various aspects of photography including lighting for indoor & outdoor, handling of studio equipment and set planning & composition.

Reference

- a) How to Set Up Photography Lighting for a Home Studio Kindle Edition by Amber Richards (Author)
- b) Photo Studio Photography Kit 3 Light Bulb Umbrella Muslin 3 Backdrop Stand Set

Elective

- b) Fashion Accessory

Aim

The aim of this unit to impart intensive training for complete understanding of fashion accessories, techniques and process, product development and quality, market intelligence, management and operational methods.

Learning Outcome

- a) Student will be able to understand about fashion accessories.
- b) Student will be able to understand the techniques & process of fashion accessories.
- c) Student will be able to understand the product development, quality & marketing aspects.

Course Content

Lacquer Craft Accessories, Textile Craft Accessories, Fashion Jewellery, Wood Craft Accessories, Metal Craft Accessories, Leather Craft & Packaging.

Reference

- a) Encyclopedia of Fashion Accessories author
- b) Fashion Accessories- The Complete 20th Century Source book Hardcover – September, 2000 by John Peacock (Author)

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Elective

c) Visual Merchandising

Aim

This course would require the students to develop merchandising plan for the women's apparel. The basics of visual merchandising, display windows, planning etc., would be covered in this course.

Learning Outcome

- a) Present and coordinate merchandise so that related goods are shown in a unique, desirable, and saleable manner.
- b) Apply basic design principles and colour theories to the construction of promotional displays and advertising.
- c) Understand the basic functions of retail store operations including store location and layout, shopping centre analysis, retail market segmentation and strategies, and the merchandising mix.
- d) Prepare and execute displays for exhibitions and promotional events using the visual dynamics of light as a design element.

Course Content

Merchandising concepts and theories tools and techniques for merchandise display, windows; creative thinking for merchandise display, store layout, display, fashion retailing

Reference

1. Laine Stone, Jean samples, (1985) Fashion merchandising- An Introduction McGraw Hill Book Co. 1985.
2. Taarnow, Guerreiro & Judelio, (1995) Inside the fashion Business
3. Swapna Pradhan, (2007) Retailing Management, Tata McGraw Hill Publishing Co. Ltd.
4. A.J. Lamba, (2003) The Art of Retailing The Tata McGraw Hill Publishing Company Ltd.
5. Martin M. Pegler (2011) Visual merchandising and Display, Fairchild Publications.
6. Judith Bell, Kate Ternus, (2011) Silent Selling: Best Practices and Effective Strategies in Visual Merchandising, Fairchild Publications.
7. Karen M. Videtic, Cynthia W. Steele, (2009) Perry's Department Store: A Buying simulation for juniors, Men's Wear, Children's Wear, & Home Fashion/Giftware, Fairchild Publications.

Elective

d) E-Commerce for Product Life Style

Aim

The aim of this unit is to develop understanding of the dynamics of online business and online buying behavior to create a consumer-oriented online business strategy along with holistic knowledge on product development for E-Commerce platform.

Learning Outcome

- a) Student will be able to understand global online business sensibilities.
- b) The student will be able to understand Global Online Business Industry.
- c) The student will be able to understand with the knowledge and skills required to manage the online venture for a long period of sustainable profits, but will also challenge them to achieve career goals by fueling their passion.

Unit Contents

Online Industry Appreciation and Business World, Fundamentals of Management, Creative Managerial Leadership, Market Dynamics, Fashion & Lifestyle Products, Fundamentals of Ecommerce.

Digital Marketing, Merchandising, Sourcing and Vendor management, Project Management, Long Industry Attachment, Specialiation1a Customer Relations Management, Specialization 1b Advanced Data Analytics, Specialiation2a Visual Communication, Specialization2b User Experience Design & Business Plan.

Reference

- Enterprise Resource Planning System Author Daniel E. O'leary.
- Enterprise Resource Planning Author Ravi Shankar & S. Jaiswal.
- E-Commerce Get it Right! Author Ian Daniel.

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Distribution of Marks

B. Des.- Jewellery Design Foundation Part-IV

Subject Theory	Max Marks		Min. Pass Marks		Duration of Exam	Teaching Hours
JD-401: Entrepreneurship	100		36		3 Hrs.	100
JD-402: Brand Development	100		36		3 Hrs.	100
Subject – Practical	Internal Max.M.	External Max. M.	Internal Min.P.M.	External Min.P. M.		
JD-403: CAD Application for Jewellery Design (3 Design)	40	60	16	24	6 Hrs.	100
JD-404: Range Development- Personal Luxury Brand	40	60	16	24	6 Hrs.	100

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JD-405:Design Portfolio	20	30	08	12	4 Hrs.	50
JD-406:Profesional Practice(Internship &IndustryMentored)	20	30	08	12	4 Hrs.	50
JD-407:Dissertation (Documentation & Visual Presentation, practical aspect) (Industry Exposure)	40	60	16	24	6 Hrs.	100

Core Paper- 1

JD-401: Entrepreneurship (Theory)

**Max. M:100
Min.P. M:36**

Aim

This course would introduce the students to the concept of setting up a small scale industry. The students would be motivated through different activities to identify the entrepreneurial competencies and prepare a business proposal for starting a fashion enterprise of their choice.

Learning Outcome

- Student will be able to understand about entrepreneurship and evolution of entrepreneurship.
- Student will be able to understand creating and starting the venture.
- Student will be able to understand managing, growing and ending the new venture.
- Student will be able to understand entrepreneurship Development and Government.

Course content

Unit I: Introduction to Entrepreneurship -Entrepreneur- meaning, importance, Qualities, nature, types, traits, culture, similarities and economic differences between Entrepreneur and entrepreneur. Entrepreneurship development, its importance, Role of Entrepreneurship, entrepreneurial environment.

Unit II: Evolution of Entrepreneurs - Entrepreneurial promotion, Training and developing motivation factors, mobility of Entrepreneurs, Entrepreneurial change, occupational mobility factors in mobility, Role of consultancy organizations in promoting Entrepreneurs, Forms of business for entrepreneurs.

Unit III: Creating and starting the venture - Steps for starting a small industry- selection of types of organizations.

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Unit IV: Managing, growing and ending the new venture - Preparing for the new venture launch-early management decisions Managing early growth of the new venture-new, venture expansion strategies and issues, Going public ending the venture.

Unit V: Entrepreneurship Development and Government - Role of Central Government and State Government in promoting Entrepreneurship, Introduction to various incentives, subsidies and grants, Export Oriented Units. Fiscal and Tax concessions available. Women Entrepreneurs Reasons for Low/no women Entrepreneurs, their Role, Problems and Prospects.

Reference

1. Vasanth Desai "Dynamics of Entrepreneurial Development and Management Himalaya Publishing House."
2. N.P. Srinivasan & G.P. Gupta, Entrepreneurial Development, Sultan Chand & Sons.
3. P. Saravanavelu Entrepreneurship Development, Eskapee Publications.
4. Satish Taneja, Entrepreneur Development, New Venture Creations.
5. Robert D. Hisrich, Michael P. Peters, Entrepreneurship Development, Tata McGraw Hill Edition.

Core Paper-2

JD-402:Brand Development (Theory)

Max. M: 100

Min. P.M: 36

Aim

A brand is a philosophy of a designer transformed in to value added products. Generally, consumers recognize brands by names which could be logos or unique colors. A brand successfully makes recognition through coming up with distinct design features such as style, color or use of certain features unique to the brand. Here a student thinks about a very important variable of design called design philosophy which is unique and is thinking how to transform ones design philosophy into fashion and lifestyle products. Therefore this part of the project holds maximum importance in this assignment.

Learning Outcome

Towards the completion of this unit a student would think about the brand philosophy and development with above parameters

The student will be able to develop own brand.

Course Content

Unit I: Description of brand philosophy

Unit II: Development of logo using colors and shapes.

Unit III: Brand competitor studies and market research

Unit IV: Consumer profiling and market segmentation.

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Reference

- Rethinking Place Branding, Comprehensive brand development for cities and regions, Author Mihalis Kavaratzis – Gary Warnaby & Gregory J. Ashworth.
- Make a name for yourself Author Robin Fisher Roffer.

Core Paper-3

JD-403:CAD Application for Jewellery Design (3 Design) (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

AIM

In this module you will learn how to Create Jewellery Design through Advanced 3Design software and how to use 3Design in making master model & Mass Production with Exact measurement, Fine finishing, Real 3d Rendering& Creating Video of design And Learn how can we control gold weight also.

Unit CONTENTS

Concept of 3D & 3Design, Concept of Surfacing, Stone Setting, Texture Concept, Text Surfacing, Concept of Scooping, Concept of Veezal Creating, Concept of Gold Weight Controlling, Concept of Human Design Creating by shaper, Real 3D Rendering, Video creating, Concept of Converting in dye formatting, Concept of Casting through CAD-CAM process.

Learning outcomes

- Understand use of specialist 3D technology and processes in chosen pathway
- Able to develop 3D Design with Rendering.
- Able to create Video.
- Able to develop exact setting in Design.
- Able to Gold Controlling.
- Able to Create Master Model & Rubber Dye.

Reference

- <http://www.3design.com/>
- <http://www.3design.us/lounge/index.php/3design-quick-reference>

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Core Paper-4

JD-404:Range Development- Personal Luxury Brand (Practical)

Internal Max. M: 40
Internal Min.P. M: 16
External Max. M: 60
External Min M: 24

Aim

In economics, a luxury good is a good for which demand increases more than proportionally as income rises, and is a contrast to a "necessity good", for which demand increases proportionally less than income. Luxury goods are said to have high income elasticity of demand: as people become wealthier, they will buy more and more of the luxury good. This also means, however, that should there be a decline in income its demand will drop. Income elasticity of demand is not constant with respect to income, and may change sign at different levels of income. That is to say, a luxury good may become a normal good or even an inferior good at different income levels, e.g. a wealthy person stops buying increasing numbers of luxury cars for his automobile collection to start collecting airplanes (at such an income level, the luxury car would become an inferior good).

Learning Outcome

- Towards the completion of this unit a student would think about the luxury brand philosophy and development with above parameters
- The student will be able to develop own luxury brand.

Unit Content

- What is Luxury Brand
- Global Luxury Brands of Craft product
- Influence of Fashion in Luxury Craft product Brands
- Trends and influences
- Forecasting
- Supply Chain Management
- Branding
- Packaging
- Visual Merchandising
- Case Study: any one Luxury Craft product Brand
- Collection Analysis
- Market Segmentation
- Client & Mood Board
- Inspiration Board
- Design Development
- Product Detailing

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- Prototyping
- Product Photography & Portfolio

Reference

- The cult of the Luxury Brand – Radha Chadha & Paul Husband.
- Luxury Brand Management – A world of Privilege – Michel Chevalier & Gerald Mazzalovo.

Core Paper-5

JD-405:Design Portfolio (Practical)

Internal Max. M: 20
Internal Min. P. M: 08
External Max. M: 30
External Min M: 12

Aim

Design portfolio is the expression of student to translate themes into design. Here one gets inspired by different themes which could be art movements, sport, historic eras, music, dance, culture, nature, traditions etc. and picks out tangible and intangible elements which are to be used as design elements in the collection. The ability of a designer to exhibit and use design elements is highlighted which is further on translated into projects. A portfolio is an exhibit of the overall knowledge of the student work which he/she has gained through the course of four years. The purpose lies in promoting the skills of students in a single format.

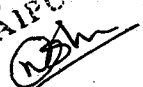
Learning Outcome

Students will present a portfolio of all the files/ folders/ projects created during the course of study in I to III year. The portfolio should include projects, industrial visit reports, any other projects made during the academic session. The external examiner will evaluate the portfolio and take a viva of the student.

Core Paper-6

JD-406:Professional Practice (Internship & Industry Mentored) (Practical)

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Internal Max. M: 20
Internal Min.P. M: 08
External Max. M: 30
External Min M: 12

Aim

The aim of this unit is to extend learners' knowledge of professional practices within their specialist area and to relate these to personal goals and career opportunities.

Learning outcomes

- Be able to place themselves and their work in the context of their selected discipline
- Understand their specialist area and the career opportunities available
- Understand how to promote themselves and their work professionally.

Course Content

Goal setting, Career direction, Responsibilities, Research, Presentation skills, Personal development & Promotional opportunities.

Reference

- Enhancing Professional Practice Author Charlotte Danielson.

Core Paper-7

JD-407: Dissertation(Documentation & Visual Presentation, practical aspect)

Internal Max. M: 40
External Max.P. M:60
Internal Min.P. M: 16
External Min.P. M:24

Each student will have to submit a dissertation comprising minimum 1000 words with Visual material and resource bibliography, conclusion, Public collection etc under the guidance of the supervisor choosing the dissertation topic preparation and presentation of a written document & visual presentation, practical aspect with 10-to-15 photograph's

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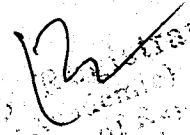
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The topic of the dissertation will be closely related to regards as a major subjects. Its meant to reflect an understanding of the critical, historical and philosophical issues from the past of present in conclusion and their intellectual sources or a theme analysis, The written assignment has to be submitted one week before the final examination of the practical works, which will be submitted in 3 copies duly signed by the Guide and the Head of Department in the prescribed format.

The evaluation of the dissertation shall be based on the quality of the Written assignment and the overall performance of the student. The evaluation of the dissertation papers will be conducted by a Board of internal /subject teacher and external examiners.

Industry Exposure

The student would be given an opportunity to visit & understand working environment of different department of Industry.


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