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JEWELLERY AND OBJECT.

Educational programme

Jewellery and object product-design

The Jewellery and Object specialisation at the EASD trains students in an extensive range of projects that correspond to different professional areas:

Costume jewellery, jewellery and goldsmithing
Artistic jewellery
Metallurgy and gemology
Objects for personal use or body decoration
Costume design/ props
Culture of jewellery

Our aim is to promote the scientific, historic, artistic and social values expressed through jewellery to shape professionals who are in touch with what's happening on the contemporary scene and who start to make increasing use of new materials and technology.

Educational programme

1st & 2nd SEMESTER	ECTS
DESIGN BASICS	4
BASIC PROJECTS	6
DRAWING AND GRAPHIC TECHNIQUES	6
SPACE AND VOLUME	6
SYSTEMS OF REPRESENTATION	6
DIGITAL LANGUAGES AND TECHNIQUES	6
PHOTOGRAPHY AND AUDIOVISUAL MEDIA	6
SCIENTIFIC PRINCIPLES OF DESIGN	6
PRINCIPLES OF DESIGN HISTORY	6
DESIGN AND BUSINESS	4
PROCEDURES WORKSHOP	4
TOTAL	60

3rd & 4th SEMESTER	ECTS
DESIGN CULTURE	6
MATERIALS, METALS AND FINISHINGS	4
MATERIALS: GEMS	4
CAD TOOLS APPLIED TO JEWELLERY DESIGN	4
CAM TOOLS APPLIED TO JEWELLERY DESIGN	4
RESEARCH AND PROPOSALS PROJECTS	8
JEWELLERY AND OBJECT WORKSHOP	8
BODY ORNAMENTATION PROJECTS	6
HISTORY AND CULTURE OF JEWELLERY DESIGN	6
JEWELLERY AND OBJECT DRAWING	4
MODELS, MOULDS AND PROTOTYPES	6
TOTAL	60

5th & 6th SEMESTER	ECTS
AESTHETICS AND CONTEMPORARY TRENDS OF THE JD	4
PERSONAL PROJECT DEVELOPMENT	6
PRODUCTION WORKSHOP	6
WAX MODELS AND PROTOTYPES	6
SYSTEMS AND TRIMMINGS WORKSHOP	4
PRESENTATION AND COMMUNICATION WORKSHOP	6
MARKETING AND COMMUNICATION	6
JEWELLERY DESIGN MANAGEMENT	6
JEWELLERY TECHNOLOGY AND PROCESSES	6
ALTERNATIVE MATERIALS	6
DIGITAL WORKSHOP	6
TOTAL	60

7th & 8th SEMESTER	ECTS
OPTIONAL SUBJECTS	30
WORK PLACEMENT	12
FINAL PROJECT	18
TOTAL	60

1st & 2nd semester

DRAWING AND GRAPHIC TECHNIQUES

This course provides students with an introduction into the theory and practice of techniques, methods and procedures that will enable them to represent three dimensional objects in a two dimensional plane using conventional drawing techniques. Students will develop their ability to graphically define ideas, forming part of the creation process by making these ideas visible through sketching techniques.
This subject fulfils two roles: it is based on students' ongoing work under the guidance of the teacher, as it is an essentially practical and experimental course, and it acts as a basic introduction to graphic expression applied to design.

DESIGN AND BUSINESS

Society is changing quickly. In a highly competitive setting, designers now more than ever need basic knowledge on business management and regulations that affect their professional area. Decision-making, internal

company practices and the relationships that businesses make with the market, as well as the protection of designers' rights, are key areas of knowledge for future designers to be able to successfully apply and exercise their technical and creative skills in the professional world.
Design and Business is a basic, first-year subject within the Design Management area of studies. It provides students with basic knowledge on the workings of the economy and industry.

SPACE AND VOLUME

Space and Volume is a pivotal subject for students to understand three-dimensional space and form. Space in itself as a point of study is covered across the different teaching units.

Within the Jewellery and Object syllabus, the aim of this module is to introduce students to the operational concepts of three-dimensional language and essential representation techniques, enabling them to conceptualise and carry out formal proposals. On one hand, the aim is to develop their ability to analyse and encapsulate volumetric and spatial configurations, while on the other hand to also learn the technical skills that will allow them to represent any type of three-dimensional object.
Finally, the aim is for students to learn an effective work methodology in the three-dimensional representation to apply the skills they have learned as a work tool in the various phases of a project, both in the ideation, in seeking formal solutions and in the final presentation of a design.

DESIGN BASICS

The content of this subject is based on developing creative experimentation work processes in which students will learn the necessary principles of visual language to undertake complex project processes.

It aims to initiate students in the conceptual tools that create and support this language: form, structure, composition, balance, repetition, colour, space, volume, synthesis and perception; providing them with the basic resources in formal, compositional and chromatic creation.

PHOTOGRAPHY AND AUDIOVISUAL MEDIA

Photography and Audiovisual Media is a tool for students to gain a scientific perspective to the audiovisual and photographic representation of projects, as well as gaining the necessary skills to effectively represent their own creations. An extensive range of photographic and audiovisual documents will be studied academically, using criteria employed in scientific documents and focusing this study on their needs as designers.

SCIENTIFIC PRINCIPLES OF DESIGN

This subject provides the scientific tools students need to be able to later approach the technological contents of the Jewellery and Object specialisation.

The course is a combination of theory and practice, and is prepared according to the artistic specialisation in order to adapt the scientific techniques to the student's profile.

PRINCIPLES OF DESIGN HISTORY

The subject gives a detailed view of design history and links it to examples of contemporary art and architecture.

The subject provides future professionals with essential training in styles, movements, trends and designers. In this regard, the course contents support and add to the technical education of designers by asking them to critically consider the historical-conceptual context.

DIGITAL LANGUAGES AND TECHNIQUES

The aim of this subject is for students to learn the importance, relevance and application of IT tools in the product design sector and to gain the necessary skills to use basic procedures used in computer-based drawing and design. In short, students will use new technologies as a technique in their creative and productive process and as a tool for communication and management.

BASIC PROJECTS

As jewellery and object designers, we transform and combine materials and relate them to the body. Both jewellery and objects are always related to the human body and their personal and social rituals. In confrontation with art are fashion and the objects that surround us. It is through these that we work to continually develop the concept of jewellery and object, trying to give it new stimulation.

This subject acts as an introduction to jewellery-and-object projects, from initially developing an idea to producing and presenting it, considering aesthetic, formal, conceptual, emotional and cultural concepts. During the course, systematic, methodical work will be combined with practical, experimental work.

SYSTEMS OF REPRESENTATION

In the Systems of Representation course, students will build on their knowledge and learn different communication and information languages. They will learn to develop a spatial perspective of objects, incorporating logic into the drawings and constructions that they propose, which must always centre on the need to communicate. This will be in addition to other specific languages that will help to clarify ideas and the aesthetic, technical and formal information of the item in question.

Finally, to enable students to deal with any technical representation issues that may arise in design studies they will learn the following representation systems: Orthographic, Axonometric and Conical projections, and sketching.

PROCEDURES WORKSHOP

This subject is based on the "technical procedure" concept as a sequence of variable operations that depend on a practical context or goal. The aim is therefore to initiate students in working on project methodologies and experimentation that is typical in the workshop. They will also develop their ability to think up new technical and procedural strategies; a characteristic that defines the profile of professional jewellery and object designers today. Both the technical procedures and materials employed have a huge impact in jewellery and object design on an aesthetic level; they are the mediators between the maker and the user and the choice of these is a reflection of the concepts the maker wishes to convey and the social trends that they are witnessing.

3rd & 4th semester

CULTURE OF DESIGN

Through Culture of Design students will become familiar with and understand the meaning of design in contemporary societies, with the aim of being able to effectively communicate with the support of semiotics, aesthetics and the theory of form, function and structure.

Culture of design focuses its study on the tangible and intangible aspects of everyday life. On one hand it is structured around images, words, forms and spaces; but on the other, it combines discourses, actions, beliefs, structures and relationships. The concepts of value, creation and practice that make design an object of study are also processes that refer to designers, production and consumption, respectively.

In short, when a designer enters the professional world of work, he or she will need to intuitively sense and understand cultural, social and artistic changes to plan well-suited and responsible solutions in their cultural and social context.

DRAWING FOR JEWELLERY AND OBJECT

The Drawing for jewellery and object subject will provide students with a more in-depth knowledge of graphic expression and the basic laws of construction. Students will start using a pencil, exploring its creative variations and learn how to give the drawn line, form and finishes sensitivity, representing materials inherent to jewellery and other industrial objects.

CAD TOOLS APPLIED TO JEWELLERY DESIGN

The aim of this subject is for students to learn the importance, relevance and application of IT tools in the jewellery design sector. In this course, students will gain the necessary skills to use digital technology as a tool for information, idea conception and project communication in such a way that they will use new computer-based drawing and 3D modelling technologies to carry out advanced modelling and solid tool operations.

CAM TOOLS APPLIED TO JEWELLERY DESIGN

The aim of this subject is for students to learn the importance, relevance and application of IT tools in the jewellery design sector and to gain the necessary skills to use digital technology as a tool for information, idea conception and project communication in such a way that they will use new jewellery design and virtual prototyping technologies to carry out rapid prototyping and moulds.

MATERIALS: GEMS

The science that studies gems, known as Gemology, encompasses a very broad field of theoretical information and laboratory techniques. A jeweller

does not need to have a full specialisation in this subject but basic notions are essential. Through continuous contact with a wide variety of gem materials over the semester, students will be able to correctly and creatively include them in their jewellery and object projects.
The information provided to jewellery students in this subject are divided into different areas of learning:
- Sciences: geology, crystallography, physics, chemistry, optics.
- Aesthetics: size, colour, texture.
- Research methodology: gemological analysis system.
Alongside these points, we will also highlight legal, economic, social and political factors linked to the use and trade of gems.

MATERIALS: METALS AND FINISHES

This subject provides students with the necessary information on key materials used in jewellery design: metals. It is divided into two main parts: firstly we will deal with general themes related to metals and then move on to descriptive themes.

MODELS, MOULDS AND PROTOYPES

Models, moulds and prototypes is an experimental subject. During the course, students will research different materials and procedures to create prototypes and develop models. Additionally, they will make different types of moulds to be later used in both jewellery and object projects. The moulds will be filled with different materials: ceramics, synthetics, cement, waxes and pastes made with various materials. All these experimentations will provide students with a repertoire of material, formal and expressive possibilities with which to create projects from a broad perspective. They will then be able to apply this knowledge in the workshops and projects they carry out in subsequent academic years and in their professional career.

RESEARCH AND PROPOSAL PROJECTS

Research and Proposal Projects is a compulsory, specific subject with 8 credits studied in the 2nd semester of the 2nd year of the Jewellery and Object Design Degree.

The subject is understood as a continuation of the Body Ornamentation subject and is closely linked to the Jewellery and Object Workshops.

In the Research and Proposal Projects subject students will learn to develop collections or series of jewellery and objects with their own personal identity, in which research and experimentation form the structure of the project process.

BODY ORNAMENTATION PROJECTS

Body Ornamentation Projects combines theory and practice to look specifically at the body as the centre of operations as far as jewellery is concerned.

The origins of jewellery are intrinsically linked to other forms of body ornamentation such as tattoos, painting, scarring and other marks that have frequently been functional signs in a group.

Additionally, students will explore what is known as intimate art; inspired by scientific disciplines related to the body, such as anthropometry and ergonomics, searching within nature for models to create mechanisms and systems.

As for its more artistic side, the idea of the body being extended to overcome its own limits or deficiencies connects us not only to scientific disciplines but also to the new vanguard movements and more specifically to body art.

Work proposals will be clearly geared towards interconnecting with other design disciplines, participating in the universal problems of art and creation.

JEWELLERY AND OBJECT WORKSHOP

The Jewellery and Object Workshop course, studied in the 2nd semester as part of the Product Design Projects area, aims to provide students with the technical skills that are essential in this Specialisation and to carry out the jewellery and object projects they have designed. After completing this subject, students will be able to manually create pieces of jewellery or objects independently, and will be able to apply their own technical and expressive solutions to them. Throughout the course, the teacher will motivate and encourage students to reflect on their projects, based on the procedures used, which go beyond mere productive activity.
Both the technical procedures and materials employed have a huge impact on jewellery and object design at an aesthetic level; they are the mediators between the maker and the user and mastering these enables the designer to express what they wish to convey. Practising basic techniques is a platform to be able to learn advanced techniques, to experiment with new techniques and explore unconventional materials.

HISTORY AND CULTURE OF JEWELLERY

Study of the jewellery produced by different cultures from prehistory to the first half of the 20th century. In this degree course, jewellery is considered to be a trade and form of expression, not simply "design", which is why students will study the history of jewellery in its entirety. We will analyse jewellery from each historical period, its distinctive technical and artistic features, types and the symbolic meaning of specific pieces. This subject will reveal jewellery to be the highest art; an art that allows us to discover like no other society and the men and women who wore, bought, commissioned or crafted these objects of adornment, devotion and protection.

5th & 6th semester

AESTHETICS AND CONTEMPORARY TRENDS

The contents developed in this subject will allow the future jeweler to achieve these objectives:

- Keep up to date with his/her training because it is linked to the characteristics that best define the recent trends in the field of the professional activity;
- Deepen into the work and style of contemporary jewelers that best represent them;
- Analyze the theory and the aesthetics of the designs of body and body jewelry beautification and its relation to the political, cultural, social, economic, environmental and technological phenomena that are transforming the daily life of the our society;
- Focusing on the knowledge of the latest trends in the production of objects of jewelry and contemporary jewelry, and also in the training of techniques and methods of research of the specialty;

- Contribute to the construction of the professional profile of a jewelry designer with the knowledge and criticism of the aesthetic languages of the last decades in the different artistic tendencies of plastic expression.
This subject taught in Valencian will ensure the achievement of the training of the students in the three possible levels according to the base of origin of each student: written level, level of expression and level of understanding.
It is intended, therefore, to enrich knowledge through the correct use of language as an instrument of oral and written communication.

PERSONAL PROJECT DEVELOPMENT

The subject is a practical and reflective workshop that, without forgetting its specificity, the jewel, has a clear desire to interrelate with other artistic disciplines, participating in the universal problems of creation and art.
The project tools are divided into ideas, contributions and identity.
The objectives of this subject are:
- Establish the bases of a correct Final Title Work;
- Find a line of research and solid personal work;
- Develop an open experimentation process with a future projection that goes far beyond the scope of the school. A process that must be undertaken as a personal adventure, which must lead students to discover their artistic identity and the experience of recognizing themselves through the created object.

PRODUCTION WORKSHOP

The subject has as objective the mastery, on the part of the student, of the phases for the production of small or large series of jewelery and objects. These processes are a fundamental part in the history of jewelry

and goldsmithing, and they represent the connection between artisanal and industrial production, as well as being applicable in both modalities. The main goals will be:

- Distinguish between specific processes and technologies that allow you to adapt projects to the type of process or vice versa;
- Make the model from which a series will be taken;
- Produce small series through microfusion processes, based on metal models;
- Finish the reproductions and set the stones.

WAX MODELS AND PROTOTYPES

The Subject Models and Prototypes of Wax deals with one of the most versatile methods used in the design of jewelry and objects and has as objectives:

-Work effectively in the work environment;
- Master the basic technical and procedural skills for modeling with hard wax, controlling the material according to its characteristics;
- Produce autonomously wax prototypes, applying their own technical-expressive solutions in their own designs and correctly interpreting the data of other designs by request;
- Explain the processes used.

Once the subject has been completed, students will be able to work independently or integrated in companies in the jewelery and/or object sector. You will also have an ideal base to research and experience personal techniques, as well as to continue acquiring more advanced knowledge of wax modeling.

SYSTEMS AND TRIMMINGS WORKSHOP

The aim of the subject is:

- Provide the theoretical domain of the functional elements of the jewels;
- Provide technical skills for its construction;
- Provide the methodological tools for its design.

PRESENTATION AND COMMUNICATION WORKS

Throughout this course students will:

- Know the bases of typography and paragraph composition;
- Organize and present texts and images;
- Communicate the project both orally and graphically;
- Handle specific digital technology for project communication.

A designer must become not only a designer but also a skilled communicator, able to transmit ideas, motivating and interacting with the opposing party. And it is precisely through these graphics, verbal and non-verbal, that the designer communicates, transmits what this subject is about.

MARKETING AND COMMUNICATION

The subject analyzes the concept and development of marketing in order that the designer knows the principles, methods and techniques of marketing for the exercise of his/her professional activity;

The marketing is responsible for generating a product or service that meets the needs of the customer, to offer it at the price that the customer is willing to pay, to make it available to the customer in the place and at the time he/she wants to dispose of it and give it to him/her to know through codes and means related to the client.

JEWELLERY DESIGN MANAGEMENT

The general objectives of the subject can be grouped into the following points:

- Manage the legal implications of the design project correctly;
- Evaluate and manage the innovation that the design could entail;
- Calculate and evaluate the economic viability of a jewelry design project;
- Encourage both self-employment and teamwork;
- Provide the student with the ability to access sources of information on professional aspects, using relevant, truthful and up to date sources;

The subject "Product design management" collaborates in the acquisition of the general objectives of the professional profile of the jewelry designer, contributing to his/her training.

Specifically, this subject is aimed at achieving the objective of providing the professional future with the design of the necessary competences for the development of the profession in accordance with the legislation, taking into account the economic and commercial context.

JEWELLERY TECHNOLOGY AND PROCESSES

The subject aims to provide students with knowledge on how to:

- Differentiate the operation and the most outstanding characteristics of the different forming techniques applied to metal;
- Distinguish the different types of machining techniques applied to metals;
- Describe the different types of bonding systems applied to metal;
- Determine the surface treatment to be applied;
- Select automatically the most appropriate techniques according to the type of project to be developed;

At the end of this course the student will know how to choose the appropriate manufacturing processes for a design. Thus, research, development and innovation of new technologies in the field of jewelery are promoted.

ALTERNATIVE MATERIALS

The aim of the subjects is to provide students with:

- Knowledge of materials other than traditional jewelry uses;
- Provide information on ecological materials, increasing the chances that the student will be able to develop sustainable jewelry projects;

DIGITAL WORKSHOP

The objectives of the subject are:

- Provide the student with the fundamental techniques of rendering, such as: lighting, making materials, composing scenes and animating;
- Perform tests and obtain realistic final renders;
- Provide the necessary resources to communicate and properly present his/her results.

7th & 8th semester

WORK PLACEMENT

Work placements form part of the training carried out by Degree students with the aim of allowing them to apply and build on everything they have learned in their academic training. It also enables them to gain skills that will prepare them to carry out their professional activity in the field of Interior Design, increase their employability and their business mindset.

Placements may be carried out in centres pertaining to the ISEACV (Institute of Higher Art Education of the Valencia Region) or in collaborating companies, such as art jewellers studios, fine jewelry, modern handmade jewelry studios and metalsmithing studios. Work placements will be tutored by a professional, qualified tutor in the company and by an academic tutor from the EASD, who will be a teacher at the college.

FINAL PROJECT

The Final Project marks the culmination of the training that students have received over the past years.

Students will complete their training with an original exercise in which they will have to develop and put into practise the skills that they have acquired during the different subjects they have studied in their degree and present it to a panel.

This project must reflect the personal and professional maturity that students have acquired during their years at the college.

EASD Valencia JEWELLERY AND OBJECT.

GENERALITAT VALENCIANA
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