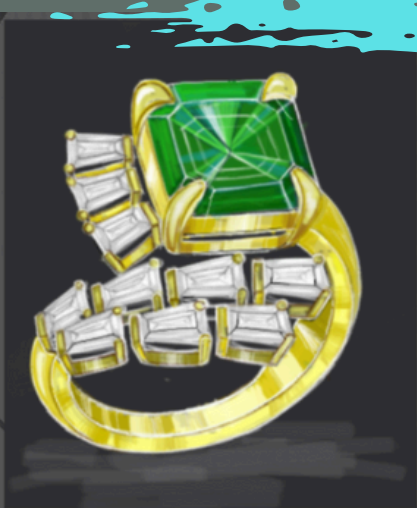
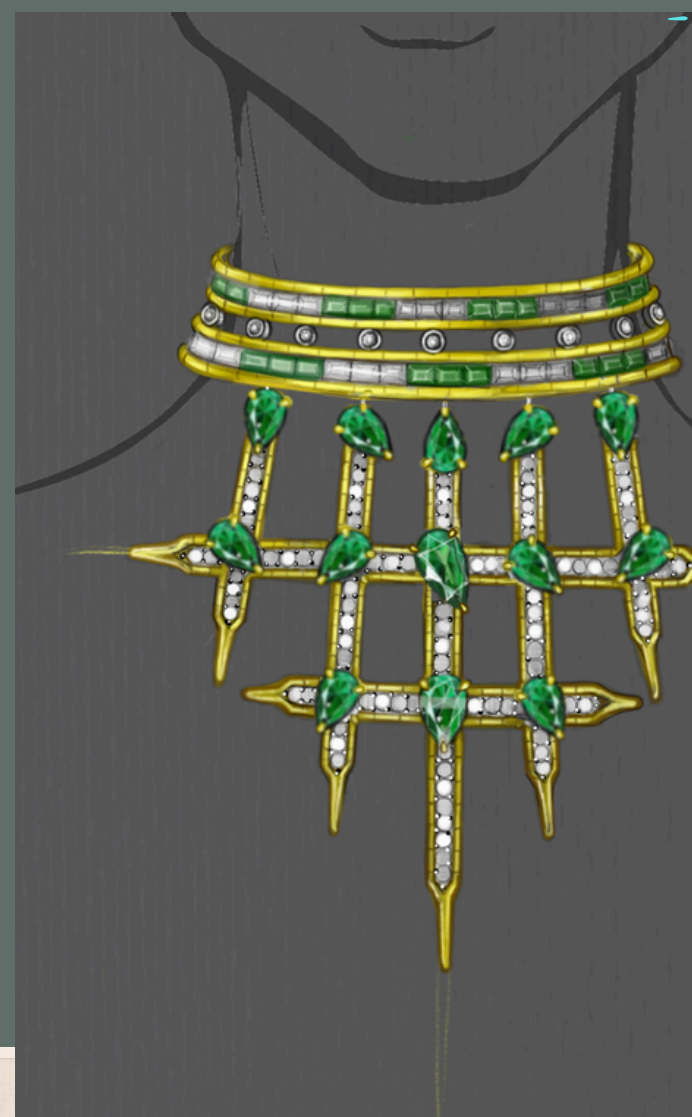




# Advanced Jewelry Design & Manufacturing





**Learning Venue: Jewelry Design Studio, BBD Building, Rama IV Road, Bang Rak, Bangkok**

**Course Duration: Total of 32 hours (9 days), 3.5-4 hours per session (including breaks)**

**Date / Time: Please contact the Instructor**

**Group Course fee : 37,000 THB**

**Private Course fee : 72,000 THB (One on One)**

**What students will receive:**

- **Learn from real experiences with an award-winning jewelry designer who has over 20 years of industry experience.**
- **Hands-on practice in creating actual pieces that can be sold on platforms partnered with Jewelry Design Studio.**
- **A learning guidebook for exercises.**
- **A 2025 jewelry and gemstone trend book worth 200 Euros (produced by an Italian jewelry and gemstone exhibition organizer).**

## OBJECTIVES :



To learn advanced jewelry design techniques in preparation for becoming a professional jewelry designer, including detailed knowledge of the production process in the jewelry and gemstone industry.

# BEST FOR :



- New entrepreneurs interested in the jewelry and gemstone business.
- Business owners in the gemstone industry who wish to develop their staff's knowledge and skills for organizational growth.
- Graduates in jewelry and gemstone design seeking employment or internships in leading jewelry companies.

## DETAILS AND CONTENT

### Introduction

- Introduction to the instructor and the course.
- Overview of the course goals, focusing on increasing global market sales.
- Detailed learning about every step of the production process.
- Analysis of potential future design and production challenges.
- Differentiation of suitable molding techniques for each design.

### Homework:

- Conceptualize your own brand, including logo, mood and tone colors, and brand identity.

DAY 1  
3.5 HOURS





Day 2  
3.5 Hours

## Jewelry Brand Design Theory:

- Study the designs of jewelry from various leading brands, including their brand identity.
- Learn about creating mood boards and their importance in clearly defining design directions.
- Study jewelry fashion trends from the most credible global sources, such as the Vicenza Oro organization.
- Learn how to interpret and correctly apply these trends.
- Instructor demonstrates examples of collections designed based on brand identity, followed by a workshop for students in the next session.
- Q&A session.

## Homework:

- Each student prepares a mood board to define the direction of their own collection design for the next class.





- Learn about managing design timelines and production timelines.
- Students design their own collections based on their Brand Identity, ensuring the design is completed within sessions 7-9 to meet the timeline.
- Learn about the negotiation process with producers, such as 3D model creators or production craftsmen, and how to resolve potential production issues.

Day 3  
3.5 Hours



### Homework:

- Students review and finalize their designs before submitting them to the production team in the next session.

Day 4  
3.5 Hour



Day 5  
3.5 Hour

JEWELRY



LABOUR  
COST

Conduct a detailed study on the pricing of each student's production piece to gain a thorough understanding of the costs and labor involved, which impact both the cost price and the final sale price.



A tour of a production factory partnered with Jewelry Design Studio.

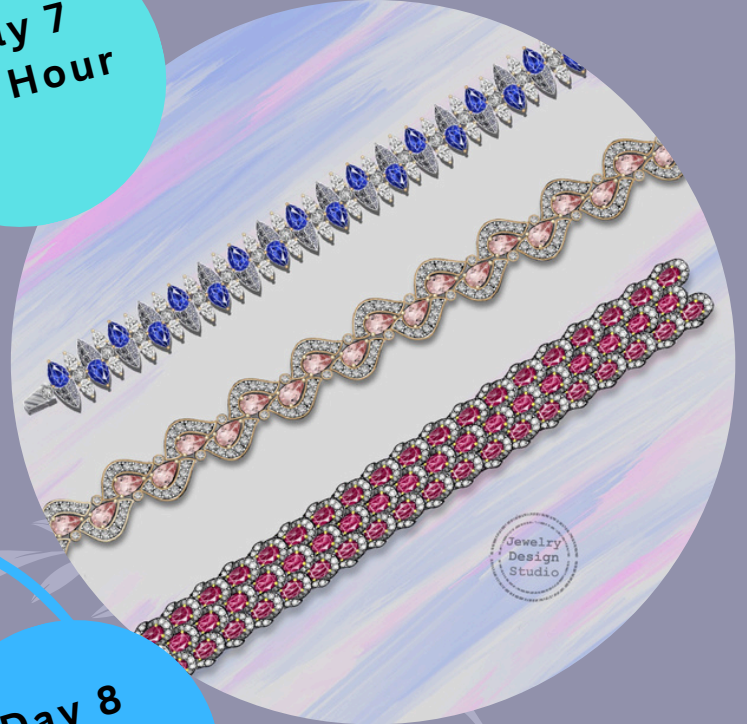
**Day 6**  
**3.5 Hour**



Design: Learning to design for key markets

- Asian markets such as Thailand, China, and Japan
- European markets such as the UK and Nordic-Scandinavian countries
- American and Canadian markets
- Australian and New Zealand markets
- Q&A session

**Day 7**  
**3.5 Hour**



Learn about designing for different target customer groups, including:

- How to design according to customer requirements.
- How to design to increase sales from the existing customer base.
- How to design using existing molds to develop new products.
- Q&A session.

**Day 8**  
**3.5 Hour**



- Review the completed pieces of each student.

**Day 9**  
**3.5 Hour**

- Introduction to platform owners who are partners, where students can start selling their pieces.
- Course completion ceremony with the awarding of certificates.

