


PROFESSIONAL DIPLOMA IN JEWELLERY DESIGN

珠寶設計專業文憑

Intake 9 | DE424519D | 270hrs | 

Vplus Creative Industries
Reimburse 60% of tuition fee

Articulate to
Top-up Degree Program
Sheffield Hallam University

**Sheffield
Hallam
University**


HONG KONG
DESIGN
INSTITUTE
香港知專
設計學院

Member of VTC Group
VTC 機構成員

Suitable for designers, sales and marketing,
brand managers or those who are interested in
jewellery design and develop your own brand

PEEC website



Course Strengths

- The only Professional Diploma in Jewellery Design at QF Level 4 in Hong Kong, which is recognised by the HK government and employers.
- Convenient Teaching Sites: Wan Chai (Lectures) and HKDI campus (Workshop)
- Saturday Class only, as to give more flexibility to the working professionals especially to those who have frequent travels to China during weekdays, all the classes will be delivered on Saturday, no more weekdays.
- More Industry Support will be offered to the students, including factory visit, internship and job opportunities, etc.
- New Design Elements added, new contents include 3D printing; design exploration with materials from sponsors, sharing from famous Jewellery designers and 4 Jewellery brand sponsors, etc.
- Students can apply for the CEF to reimburse the tuition fee up to \$20,000 upon successful completion of the course.



The programmes below are recognized under the Qualifications Framework (QF):

PD in Jewellery Design

QF Level: 4

QR Registration No.: 11/001523/4

Validity Period: 01/09/2011 - 31/08/2021

BA(Hons) Jewellery and Metalwork

QF Level: 5

QR Registration No.: 14/003086/5

Validity Period: 01/09/2014 - 31/08/2022

Bridging Course (Pre-requisite / 67082M)

BRIDGING

Applicant are required to take the following bridging courses if they do not have the basic knowledge in 2D and 3D jewellery drawing skills. Portfolio review and interview may be required.

Class A - Hand Sketching and Technical Drawing 67020M (24hrs)

Date: 2020 Oct 31, Nov, 7, 14, 21

Lecturer: Lydia Siu

Time: Sat, 12-6 pm | Venue: HKDI

Class B - Photoshop and Illustration 67021M (12hrs)

Date: 2020 Nov 28, Dec 5

Lecturer: Cally Lam

Time: Sat, 12-6 pm | Venue: HKDI

Class C - Rhino 67022M (12hrs)

Date: 2020 Dec 12, 19

Lecturer: Stephen Wong

Time: Sat, 12-6 pm | Venue: HKDI

Sheffield Hallam University

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Sheffield Hallam University

Programme Name:

BA (Hons) Jewellery and Metalwork

QF Level: 5

Full-time study (12 months)

Part-time study (18 months)

Professional Certificate in Jewellery Design: Culture & Design Methods (DE424520C / 90 hours)

Vplus



STAGE 1

Nurturing the understanding of cultural influences, design processes and communication skills

M1: PID4045Y - Jewellery Design: Inspiration from Culture (24hrs) Vplus

- Research on Cultures and Development of Thinking Skills
- Aesthetic Values from the 19th Century to the 20th Century
- Cultural Investigation and Analysis

Date: 2021 Jan 9, 16, 23, 30

Module fee: \$4,560

M2: PID4046Y - Computer-Aided Jewellery Design & Communication Skills (36 hours) Vplus

- Principle of visual communication
- Computer-Aided Jewellery Design (CAJD)
- Implementation of visual Presentation

Date: 2021 Feb 20, 27, Mar 6, 13, 20, 27

Module fee: \$6,840

M3: PID4047Y - Jewellery Design: Concepts & Solutions (30 hours) Vplus

- Jewellery Workshop
- Idea and Concept Generation
- Idea Development and Design Solutions
- Realization and Presentation of Design

Date: 2021 Apr 10, 17, 24, May 8, 15

Module fee: \$5,700

Time: Sat, 12-6pm

Venue: HKDI

STAGE 2

Strengthening the techniques and materials application, and introducing brand strategies and marketing knowledge

M4: PID4048Y - Jewellery Techniques & Design (36 hours)

- Jewellery Workshop
- Usage of Tools and Machineries
- Technical Theory in Jewellery Making
- Jewellery Technique and Metal Fabrication



Date: 2021 Jun 5, 12, 19, 26, Jul 3, 10

Module fee: \$6,840

M6: PID4050Y – Gemmology: Properties and Identification (12 hours)



- Introduction to Gemmology and Mineralogy
- Study of Common Gemstones in Jeweller
- Study of Diamond
- Gemstone Identification and Testing

Date: 2021 Aug 28, Sept 4

Module fee: \$2,280

M5: PID4049Y – Changes and Trends in Jewellery Design (24 hours)



- Contemporary Design Trends and Styles
- Aesthetic Values from the 20th Century to Contemporary Society
- Study of Artifacts in Jewellery-Related Specialism

Date: 2021 Jul 24, 31, Aug 7, 14

Module fee: 4,560

M7: PID4051Y – Jewellery Business: Branding and Marketing (18 hours)



- Essential Marketing Concepts and Theories
- Concept of Branding, Strategies and Brands
- Product Development and Promotion

Date: 2021 Sept 18, 25, Oct 9

Module fee: \$3,420

Time: Sat, 12-6pm

Venue: HKDI

STAGE 3

Introducing contemporary jewellery design business and client management skills

M8: PID4052Y – Contemporary Jewellery Design and Practice (18 hours)



- Development of Contemporary Jewellery Design
- Interdisciplinary and Crossover Influences
- Contemporary Jewellery Business and its Practice

Date: 2021 Oct 23, 30, Nov 6

Module fee: \$3,420

M9: PID4054Y – Designing Jewellery for Clients (42 hours)



- Self Analysis and Career Planning
- Interview Techniques for Designers
- Portfolio Management
- Legal Issues of Jewellery Business

Date: 2021 Nov 20, 27, Dec 4, 11, 18, 2022 Jan 8, 15

Module fee: \$7,980

M10: PID4053Y – Planning a Career in Jewellery Design (30hrs)



- Key Elements of a Creative Brief
- Management of Design Processes
- Application of Cultural and Design Knowledge
- Application of Visualization and Presentation Skills

Date: 2022 Feb 12, 19, 26, Mar 5, 12

Module fee: \$5,700

Time: Sat, 12-6pm

Venue: HKDI





Design by Student
CHENG Hoi Man Mandy



		Fee	Deadline
Bridging Course	Full Fee	HK\$8,880 HK\$8,500	2 weeks before commencement
	Early bird 10% off)	HK\$7,650	2020 Sep 18
	*Individual Classes	Class A: HK\$4,080 Class B: HK\$2,400 Class C: HK\$2,400	2 weeks before commencement
Professional Diploma	Full Fee	HK\$51,300	2 weeks before commencement
	Early bird 10% off)	HK\$46,170	2020 Sep 18
Professional Certificate	Full Fee	Stage 1: HK\$17,100 Stage 2: HK\$17,100 Stage 3: HK\$17,100	2 weeks before commencement
	Early bird 10% off)	Stage 1: HK\$15,390 Stage 2: HK\$15,390 Stage 3: HK\$15,390	Stage 1: 2020 Sep 18 Stage 2: 2021 Apr 23 Stage 3: 2021 Sep 10
Module	*Refer to individual module		2 weeks before commencement

* No discount for single module / class enrollment.